

Hans Baumgartner

List of Publications by Year in descending order

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Version: 2024-02-01

63
papers

13,908
citations

117625

34
h-index

144013

57
g-index

66
all docs

66
docs citations

66
times ranked

10095
citing authors

#	ARTICLE	IF	CITATIONS
1	Assessing Measurement Invariance in Cross-National Consumer Research. <i>Journal of Consumer Research</i> , 1998, 25, 78-107.	5.1	3,791
2	Applications of structural equation modeling in marketing and consumer research: A review. <i>International Journal of Research in Marketing</i> , 1996, 13, 139-161.	4.2	1,644
3	Response Styles in Marketing Research: A Cross-National Investigation. <i>Journal of Marketing Research</i> , 2001, 38, 143-156.	4.8	890
4	Multicollinearity and Measurement Error in Structural Equation Models: Implications for Theory Testing. <i>Marketing Science</i> , 2004, 23, 519-529.	4.1	869
5	Marketing survey research best practices: evidence and recommendations from a review of JAMS articles. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 92-108.	11.2	571
6	The Role of Optimum Stimulation Level in Exploratory Consumer Behavior. <i>Journal of Consumer Research</i> , 1992, 19, 434.	5.1	533
7	Exploratory consumer buying behavior: Conceptualization and measurement. <i>International Journal of Research in Marketing</i> , 1996, 13, 121-137.	4.2	447
8	A means-end chain approach to consumer goal structures. <i>International Journal of Research in Marketing</i> , 1995, 12, 227-244.	4.2	403
9	The Structural Influence of Marketing Journals: A Citation Analysis of the Discipline and its Subareas over Time. <i>Journal of Marketing</i> , 2003, 67, 123-139.	11.3	401
10	State versus Action Orientation and the Theory of Reasoned Action: An Application to Coupon Usage. <i>Journal of Consumer Research</i> , 1992, 18, 505.	5.1	335
11	On the use of structural equation models for marketing modeling. <i>International Journal of Research in Marketing</i> , 2000, 17, 195-202.	4.2	323
12	Coping With Negative Emotions in Purchase-Related Situations. <i>Journal of Consumer Psychology</i> , 2004, 14, 303-317.	4.5	302
13	Socially Desirable Response Tendencies in Survey Research. <i>Journal of Marketing Research</i> , 2010, 47, 199-214.	4.8	302
14	The Role of Consumption Emotions in the Satisfaction Response. <i>Journal of Consumer Psychology</i> , 2002, 12, 243-252.	4.5	290
15	Reversed item bias: An integrative model. <i>Psychological Methods</i> , 2013, 18, 320-334.	3.5	233
16	Misresponse to Reversed and Negated Items in Surveys: A Review. <i>Journal of Marketing Research</i> , 2012, 49, 737-747.	4.8	224
17	The Role of Consumption Emotions in the Satisfaction Response. <i>Journal of Consumer Psychology</i> , 2002, 12, 243-252.	4.5	213
18	Who Talks to Whom? Intra- and Interdisciplinary Communication of Economics Journals. <i>Journal of Economic Literature</i> , 2002, 40, 483-509.	6.5	197

#	ARTICLE	IF	CITATIONS
19	Toward a Personology of the Consumer: Figure 1. <i>Journal of Consumer Research</i> , 2002, 29, 286-292.	5.1	195
20	Using Item Response Theory to Measure Extreme Response Style in Marketing Research: A Global Investigation. <i>Journal of Marketing Research</i> , 2008, 45, 104-115.	4.8	195
21	Development and cross-cultural validation of a short form of CSI as a measure of optimum stimulation level. <i>International Journal of Research in Marketing</i> , 1995, 12, 97-104.	4.2	183
22	Autobiographical Memories, Affect, and Consumer Information Processing. <i>Journal of Consumer Psychology</i> , 1992, 1, 53-82.	4.5	150
23	Influencing Consumer Judgments Using Autobiographical Memories: A Self-Referencing Perspective. <i>Journal of Marketing Research</i> , 1993, 30, 422-436.	4.8	148
24	Title is missing!. <i>Marketing Letters</i> , 1998, 9, 21-35.	2.9	106
25	Influencing Consumer Judgments Using Autobiographical Memories: A Self-Referencing Perspective. <i>Journal of Marketing Research</i> , 1993, 30, 422.	4.8	94
26	The biasing effect of common method variance: some clarifications. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 221-235.	11.2	82
27	Coping with guilt and shame in the impulse buying context. <i>Journal of Economic Psychology</i> , 2011, 32, 458-467.	2.2	80
28	The relationships among arousal potential, arousal and stimulus evaluation, and the moderating role of need for stimulation. <i>International Journal of Research in Marketing</i> , 1996, 13, 319-329.	4.2	70
29	Goal-Relevant Emotional Information: When Extraneous Affect Leads to Persuasion and When It Does Not. <i>Journal of Consumer Research</i> , 2005, 32, 424-434.	5.1	59
30	An Extended Paradigm for Measurement Analysis of Marketing Constructs Applicable to Panel Data. <i>Journal of Marketing Research</i> , 2006, 43, 431-442.	4.8	55
31	Appraisal processes in the enactment of intentions to use coupons. <i>Psychology and Marketing</i> , 1992, 9, 469-486.	8.2	53
32	Importance and similarity in the evolving citation network of the <i>International Journal of Research in Marketing</i> . <i>International Journal of Research in Marketing</i> , 1999, 16, 113-127.	4.2	51
33	The Effect of Familiarity with the Response Category Labels on Item Response to Likert Scales. <i>Journal of Consumer Research</i> , 2013, 40, 368-381.	5.1	45
34	On the Practical Significance of Hindsight Bias: The Case of the Expectancy-Disconfirmation Model of Consumer Satisfaction. <i>Organizational Behavior and Human Decision Processes</i> , 1995, 64, 103-117.	2.5	37
35	Bibliometric reflections on the history of consumer research. <i>Journal of Consumer Psychology</i> , 2010, 20, 233-238.	4.5	35
36	Reference Points Used In Quality And Value Judgements. <i>Marketing Letters</i> , 2000, 11, 299-310.	2.9	32

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37	Biased memory for prior decision making: Evidence from a longitudinal field study. <i>Organizational Behavior and Human Decision Processes</i> , 2006, 99, 34-48.	2.5	27
38	Misresponse to Survey Questions: A Conceptual Framework and Empirical Test of the Effects of Reversals, Negations, and Polar Opposite Core Concepts. <i>Journal of Marketing Research</i> , 2018, 55, 869-883.	4.8	27
39	Dealing with Common Method Variance in International Marketing Research. <i>Journal of International Marketing</i> , 2021, 29, 7-22.	4.4	25
40	Discriminant Validity Where There Should Be None. <i>Applied Psychological Measurement</i> , 2014, 38, 450-463.	1.0	19
41	Methodological Issues in Cross-Linguistic and Multilingual Advertising Research. <i>Journal of Advertising</i> , 2017, 46, 115-128.	6.6	19
42	Measurement in Marketing. <i>Foundations and Trends in Marketing</i> , 2019, 12, 278-400.	1.1	17
43	Sport team personality: It's not all about winning!. <i>Sport Management Review</i> , 2018, 21, 114-132.	2.9	16
44	Commentary on "Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies". <i>Journal of Retailing</i> , 2012, 88, 563-566.	6.2	15
45	An Investigation into the Construct Validity of the Arousal Seeking Tendency Scale, Version II. <i>Educational and Psychological Measurement</i> , 1994, 54, 993-1001.	2.4	14
46	The calibrated sigma method: An efficient remedy for between-group differences in response category use on Likert scales. <i>International Journal of Research in Marketing</i> , 2016, 33, 944-960.	4.2	13
47	On the Use of Balanced Item Parceling to Counter Acquiescence Bias in Structural Equation Models. <i>Organizational Research Methods</i> , 2022, 25, 170-180.	9.1	10
48	Response Biases in Cross-Cultural Measurement. , 2015, , 150-180.		10
49	A Review of Prior Classifications of Purchase Behavior and a Proposal for a New Typology. <i>Review of Marketing Research</i> , 2010, , 3-36.	0.2	8
50	Analyzing Policy Capturing Data Using Structural Equation Modeling for Within-Subject Experiments (SEMWISE). <i>Organizational Research Methods</i> , 2019, 22, 623-648.	9.1	7
51	Structural Equation Modeling. <i>International Series in Quantitative Marketing</i> , 2017, , 335-360.	0.5	6
52	Identifying Picky Shoppers: Who They Are and How to Spot Them. <i>Journal of Consumer Psychology</i> , 2021, 31, 706-725.	4.5	6
53	Measurement Models for Marketing Constructs. <i>Profiles in Operations Research</i> , 2017, , 259-295.	0.4	6
54	When Cheap Isn't the Same as Not Expensive: Generic Price Terms and Their Negations. <i>Journal of Consumer Psychology</i> , 2018, 28, 543-559.	4.5	5

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55	Une amélioration de l'analyse de la mesure des construits marketing, applicable aux données panels. Recherche Et Applications En Marketing, 2006, 21, 79-97.	0.5	3
56	Commentaries on "Scale use and abuse: Toward best practices in the deployment of scales". Journal of Consumer Psychology, 2023, 33, 244-258.	4.5	3
57	Methodological Issues in Cross-Cultural Research. , 2017, , 169-190.		2
58	Structural Equation Modeling. , 2021, , 1-38.		2
59	Repetitive Purchase Behavior. , 2012, , 269-286.		2
60	Analyzing factorial survey data with structural equation models. Sociological Methods and Research, 2023, 52, 2050-2082.	6.8	2
61	Misresponse to Survey Questions: A Conceptual Framework and Empirical Test of the Effects of Reversals, Negations, and Polar Opposite Core Concepts. Journal of Marketing Research, 2018, , .	4.8	1
62	Structural Equation Modeling. , 2022, , 549-586.		1
63	The Asymmetric Effects of Positive Or Negative Experiences with an Extension on Low- or High-Equity Parent Brands: A Microtheoretical Notion. Customer Needs and Solutions, 2016, 3, 126-143.	0.8	0