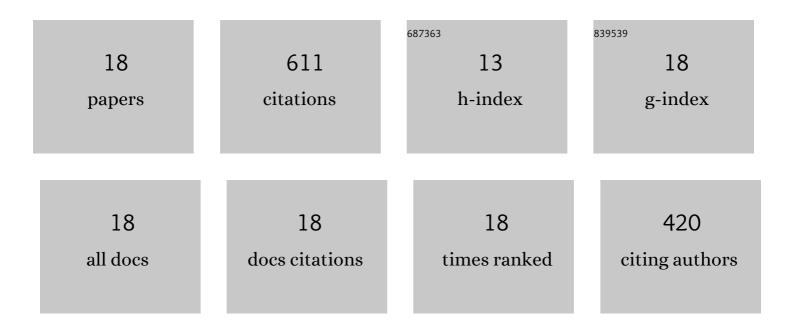
Shailendra Pratap Jain

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10901033/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Prepurchase Attribute Verifiability, Source Credibility, and Persuasion. Journal of Consumer Psychology, 2001, 11, 169-180.	4.5	95
2	Valenced Comparisons. Journal of Marketing Research, 2004, 41, 46-58.	4.8	76
3	The Influence of Chronic and Situational Self-Construal on Categorization. Journal of Consumer Research, 2007, 34, 66-76.	5.1	69
4	The Influence of Consumers' Lay Theories on Approach/Avoidance Motivation. Journal of Marketing Research, 2009, 46, 56-65.	4.8	65
5	For Better or For Worse? Valenced Comparative Frames and Regulatory Focus. Journal of Consumer Research, 2007, 34, 57-65.	5.1	62
6	Comparative Versus Noncomparative Advertising: The Moderating Impact of Prepurchase Attribute Verifiability. Journal of Consumer Psychology, 2000, 9, 201-211.	4.5	35
7	Power distance belief and preference for transparency. Journal of Business Research, 2018, 89, 135-142.	10.2	32
8	Stimulating or Intimidating: The Effect of AI-Enabled In-Store Communication on Consumer Patronage Likelihood. Journal of Advertising, 2021, 50, 63-80.	6.6	31
9	Consumer responses to brand elimination: An attributional perspective. Journal of Consumer Psychology, 2009, 19, 280-289.	4.5	26
10	The influence of implicit theories and message frame on the persuasiveness of disease prevention and detection advocacies. Organizational Behavior and Human Decision Processes, 2013, 122, 141-151.	2.5	26
11	Consumer psychology of implicit theories: A review and agenda. Consumer Psychology Review, 2020, 3, 60-75.	5.5	26
12	Positive versus negative comparative advertising. Marketing Letters, 1993, 4, 309-320.	2.9	19
13	Preference Consistency and Preference Strength: Processing and Judgmental issues1. Journal of Applied Social Psychology, 2003, 33, 1088-1109.	2.0	17
14	Self-construal drives preference for partner and servant brands. Journal of Business Research, 2021, 129, 183-192.	10.2	9
15	Comparative Versus Noncomparative Advertising: The Moderating Impact of Prepurchase Attribute Verifiability. Journal of Consumer Psychology, 2000, 9, 201-211.	4.5	9
16	Perceived financial constraints and normative influence: discretionary purchase decisions across cultures. Journal of the Academy of Marketing Science, 2022, 50, 252-271.	11.2	7
17	Power and Message Framing: the Case of Comparative Advertising. Customer Needs and Solutions, 2021, 8, 41-49.	0.8	4
18	The impact of implicit theories of personality malleability on opportunistic financial reporting. Journal of Business Research, 2020, 116, 258-265.	10.2	3