

# Shailendra Pratap Jain

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10901033/publications.pdf>

Version: 2024-02-01

18  
papers

611  
citations

687363

13  
h-index

839539

18  
g-index

18  
all docs

18  
docs citations

18  
times ranked

420  
citing authors

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