

# Punam Anand Keller

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11060497/publications.pdf>

Version: 2024-02-01

14  
papers

2,184  
citations

623734

14  
h-index

1058476

14  
g-index

15  
all docs

15  
docs citations

15  
times ranked

1586  
citing authors

#	ARTICLE	IF	CITATIONS
1	When to Accentuate the Negative: The Effects of Perceived Efficacy and Message Framing on Intentions to Perform a Health-Related Behavior. <i>Journal of Marketing Research</i> , 1995, 32, 192-203.	4.8	380
2	When to Accentuate the Negative: The Effects of Perceived Efficacy and Message Framing on Intentions to Perform a Health-Related Behavior. <i>Journal of Marketing Research</i> , 1995, 32, 192.	4.8	287
3	Designing Effective Health Communications: A Meta-Analysis. <i>Journal of Public Policy and Marketing</i> , 2008, 27, 117-130.	3.4	254
4	Increasing the Persuasiveness of Fear Appeals: The Effect of Arousal and Elaboration. <i>Journal of Consumer Research</i> , 1996, 22, 448.	5.1	245
5	Vividness Effects: A Resource-Matching Perspective. <i>Journal of Consumer Research</i> , 1997, 24, 295-304.	5.1	238
6	Enhanced active choice: A new method to motivate behavior change. <i>Journal of Consumer Psychology</i> , 2011, 21, 376-383.	4.5	153
7	Affect, Framing, and Persuasion. <i>Journal of Marketing Research</i> , 2003, 40, 54-64.	4.8	131
8	Differences in the relative influence of product attributes under alternative processing conditions: Attribute importance versus attribute ease of imaginability. <i>Journal of Consumer Psychology</i> , 1994, 3, 29-49.	4.5	101
9	Effects of Self-Efficacy and Vividness on the Persuasiveness of Health Communications. <i>Journal of Consumer Psychology</i> , 1997, 6, 31-54.	4.5	86
10	Beyond Protection Motivation: An Integrative Theory of Health Appeals. <i>Journal of Applied Social Psychology</i> , 1998, 28, 1584-1608.	2.0	86
11	Converting the unconverted: The effect of inclination and opportunity to discount health-related fear appeals. <i>Journal of Applied Psychology</i> , 1999, 84, 403-415.	5.3	83
12	Depressive Realism and Health Risk Accuracy: The Negative Consequences of Positive Mood. <i>Journal of Consumer Research</i> , 2002, 29, 57-69.	5.1	71
13	The effect of affect-based dissonance versus cognition-based dissonance on motivated reasoning and health-related persuasion. <i>Journal of Experimental Psychology: Applied</i> , 1999, 5, 302-313.	1.2	29
14	Effectiveness of Corporate Well-Being Programs. <i>Journal of Macromarketing</i> , 2009, 29, 279-302.	2.6	27