

Amna Kirmani

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11065122/publications.pdf>

Version: 2024-02-01

24
papers

5,726
citations

430874

18
h-index

642732

23
g-index

25
all docs

25
docs citations

25
times ranked

3279
citing authors

#	ARTICLE	IF	CITATIONS
1	No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality. Journal of Marketing, 2000, 64, 66-79.	11.3	1,439
2	Consumers' Use of Persuasion Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions of an Influence Agent. Journal of Consumer Research, 2000, 27, 69-83.	5.1	913
3	A Consumer-Side Experimental Examination of Signaling Theory: Do Consumers Perceive Warranties as Signals of Quality?. Journal of Consumer Research, 1993, 20, 111.	5.1	742
4	Money Talks: Perceived Advertising Expense and Expected Product Quality. Journal of Consumer Research, 1989, 16, 344.	5.1	359
5	The Effect of Perceived Advertising Costs on Brand Perceptions. Journal of Consumer Research, 1990, 17, 160.	5.1	305
6	Vigilant against Manipulation: The Effect of Regulatory Focus on the Use of Persuasion Knowledge. Journal of Marketing Research, 2007, 44, 688-701.	4.8	283
7	Advertising Repetition as a Signal of Quality: If It's Advertised So Much, Something Must Be Wrong. Journal of Advertising, 1997, 26, 77-86.	6.6	278
8	Goal Seeker and Persuasion Sentry: How Consumer Targets Respond to Interpersonal Marketing Persuasion. Journal of Consumer Research, 2004, 31, 573-582.	5.1	232
9	The Ownership Effect in Consumer Responses to Brand Line Stretches. Journal of Marketing, 1999, 63, 88-101.	11.3	189
10	A typology of consumer strategies for resisting advertising, and a review of mechanisms for countering them. International Journal of Advertising, 2015, 34, 6-16.	6.7	187
11	In Times of Trouble: A Framework for Understanding Consumers' Responses to Threats. Journal of Consumer Research, 2020, 47, 311-326.	5.1	161
12	Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution. Journal of Marketing Research, 2013, 50, 477-488.	4.8	158
13	Doing Well versus Doing Good: The Differential Effect of Underdog Positioning on Moral and Competent Service Providers. Journal of Marketing, 2017, 81, 103-117.	11.3	121
14	Effects of Source Congruity on Brand Attitudes and Beliefs: The Moderating Role of Issue-Relevant Elaboration. Journal of Consumer Psychology, 1998, 7, 25-47.	4.5	105
15	The self and the brand. Journal of Consumer Psychology, 2009, 19, 271-275.	4.5	80
16	Our Vision for the Journal of Consumer Research: It's All about the Consumer. Journal of Consumer Research, 2018, 44, 955-959.	5.1	44
17	Reference Points Used In Quality And Value Judgements. Marketing Letters, 2000, 11, 299-310.	2.9	32
18	Posting strategically: The consumer as an online media planner. Journal of Consumer Psychology, 2015, 25, 609-621.	4.5	31

#	ARTICLE	IF	CITATIONS
19	Not Too Far to Help: Residential Mobility, Global Identity, and Donations to Distant Beneficiaries. Journal of Consumer Research, 2021, 47, 878-889.	5.1	22
20	Persuasion in advertising: when does it work, and when does it not?. International Journal of Advertising, 2015, 34, 3-5.	6.7	20
21	Neatly tied with a bow. Journal of Consumer Psychology, 2015, 25, 185-186.	4.5	13
22	Procedural priming effects on spontaneous inference formation. Journal of Economic Psychology, 2004, 25, 859-875.	2.2	8
23	All Signals are not Created Equal: Managers's Choice of Signal Under Information Asymmetry in Competitive Markets. Review of Marketing Research, 2013, , 115-151.	0.2	3
24	Social Influence in Marketing. , 2016, , .		1