

Amna Kirmani

List of Publications by Year in descending order

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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	Not Too Far to Help: Residential Mobility, Global Identity, and Donations to Distant Beneficiaries. <i>Journal of Consumer Research</i> , 2021, 47, 878-889.	5.1	22
2	In Times of Trouble: A Framework for Understanding Consumers'™ Responses to Threats. <i>Journal of Consumer Research</i> , 2020, 47, 311-326.	5.1	161
3	Our Vision for the <i>Journal of Consumer Research</i> : It's™ All about the Consumer. <i>Journal of Consumer Research</i> , 2018, 44, 955-959.	5.1	44
4	Doing Well versus Doing Good: The Differential Effect of Underdog Positioning on Moral and Competent Service Providers. <i>Journal of Marketing</i> , 2017, 81, 103-117.	11.3	121
5	Social Influence in Marketing. , 2016, , .		1
6	A typology of consumer strategies for resisting advertising, and a review of mechanisms for countering them. <i>International Journal of Advertising</i> , 2015, 34, 6-16.	6.7	187
7	Persuasion in advertising: when does it work, and when does it not?. <i>International Journal of Advertising</i> , 2015, 34, 3-5.	6.7	20
8	Neatly tied with a bow. <i>Journal of Consumer Psychology</i> , 2015, 25, 185-186.	4.5	13
9	Posting strategically: The consumer as an online media planner. <i>Journal of Consumer Psychology</i> , 2015, 25, 609-621.	4.5	31
10	All Signals are not Created Equal: Managers'™ Choice of Signal Under Information Asymmetry in Competitive Markets. <i>Review of Marketing Research</i> , 2013, , 115-151.	0.2	3
11	Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution. <i>Journal of Marketing Research</i> , 2013, 50, 477-488.	4.8	158
12	The self and the brand. <i>Journal of Consumer Psychology</i> , 2009, 19, 271-275.	4.5	80
13	Vigilant against Manipulation: The Effect of Regulatory Focus on the Use of Persuasion Knowledge. <i>Journal of Marketing Research</i> , 2007, 44, 688-701.	4.8	283
14	Goal Seeker and Persuasion Sentry: How Consumer Targets Respond to Interpersonal Marketing Persuasion. <i>Journal of Consumer Research</i> , 2004, 31, 573-582.	5.1	232
15	Procedural priming effects on spontaneous inference formation. <i>Journal of Economic Psychology</i> , 2004, 25, 859-875.	2.2	8
16	Reference Points Used In Quality And Value Judgements. <i>Marketing Letters</i> , 2000, 11, 299-310.	2.9	32
17	Consumers' Use of Persuasion Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions of an Influence Agent. <i>Journal of Consumer Research</i> , 2000, 27, 69-83.	5.1	913
18	No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality. <i>Journal of Marketing</i> , 2000, 64, 66-79.	11.3	1,439

#	ARTICLE	IF	CITATIONS
19	The Ownership Effect in Consumer Responses to Brand Line Stretches. <i>Journal of Marketing</i> , 1999, 63, 88-101.	11.3	189
20	Effects of Source Congruity on Brand Attitudes and Beliefs: The Moderating Role of Issue-Relevant Elaboration. <i>Journal of Consumer Psychology</i> , 1998, 7, 25-47.	4.5	105
21	Advertising Repetition as a Signal of Quality: If It's Advertised So Much, Something Must Be Wrong. <i>Journal of Advertising</i> , 1997, 26, 77-86.	6.6	278
22	A Consumer-Side Experimental Examination of Signaling Theory: Do Consumers Perceive Warranties as Signals of Quality?. <i>Journal of Consumer Research</i> , 1993, 20, 111.	5.1	742
23	The Effect of Perceived Advertising Costs on Brand Perceptions. <i>Journal of Consumer Research</i> , 1990, 17, 160.	5.1	305
24	Money Talks: Perceived Advertising Expense and Expected Product Quality. <i>Journal of Consumer Research</i> , 1989, 16, 344.	5.1	359