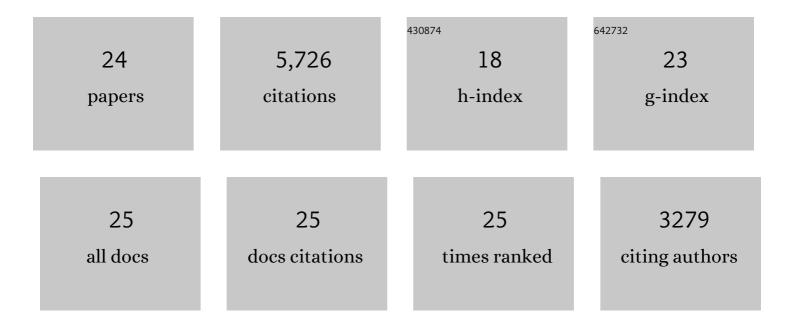
Amna Kirmani

List of Publications by Year in descending order

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ΔΜΝΙΑ ΚΙΦΜΑΝΙ

#	Article	IF	CITATIONS
1	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
2	In Times of Trouble: A Framework for Understanding Consumers' Responses to Threats. Journal of Consumer Research, 2020, 47, 311-326.	5.1	161
3	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
4	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
5	Social Influence in Marketing. , 2016, , .		1
6	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
7	Persuasion in advertising: when does it work, and when does it not?. International Journal of Advertising, 2015, 34, 3-5.	6.7	20
8	Neatly tied with a bow. Journal of Consumer Psychology, 2015, 25, 185-186.	4.5	13
9	Posting strategically: The consumer as an online media planner. Journal of Consumer Psychology, 2015, 25, 609-621.	4.5	31
10	All Signals are not Created Equal: Managers' Choice of Signal Under Information Asymmetry in Competitive Markets. Review of Marketing Research, 2013, , 115-151.	0.2	3
11	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
12	The self and the brand. Journal of Consumer Psychology, 2009, 19, 271-275.	4.5	80
13	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
14	Goal Seeker and Persuasion Sentry: How Consumer Targets Respond to Interpersonal Marketing Persuasion. Journal of Consumer Research, 2004, 31, 573-582.	5.1	232
15	Procedural priming effects on spontaneous inference formation. Journal of Economic Psychology, 2004, 25, 859-875.	2.2	8
16	Reference Points Used In Quality And Value Judgements. Marketing Letters, 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. Journal of Consumer Research, 2000, 27, 69-83.	5.1	913
18	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

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#	Article	IF	CITATIONS
19	The Ownership Effect in Consumer Responses to Brand Line Stretches. Journal of Marketing, 1999, 63, 88-101.	11.3	189
20	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
21	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
22	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
23	The Effect of Perceived Advertising Costs on Brand Perceptions. Journal of Consumer Research, 1990, 17, 160.	5.1	305
24	Money Talks: Perceived Advertising Expense and Expected Product Quality. Journal of Consumer Research, 1989, 16, 344.	5.1	359