

# Cynthia Fraser

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11565055/publications.pdf>

Version: 2024-02-01

8  
papers

247  
citations

1478505

6  
h-index

1588992

8  
g-index

8  
all docs

8  
docs citations

8  
times ranked

159  
citing authors

#	ARTICLE	IF	CITATIONS
1	Music-Evoked Images: Music that Inspires Them and Their Influences on Brand and Message Recall in the Short and the Longer Term. <i>Psychology and Marketing</i> , 2014, 31, 813-827.	8.2	18
2	Music to Your Brain: Background Music Changes Are Processed First, Reducing Ad Message Recall. <i>Psychology and Marketing</i> , 2013, 30, 62-75.	8.2	31
3	A Probabilistic Dealing Strategy. <i>Decision Sciences</i> , 1991, 22, 91-103.	4.5	3
4	The Effect of Matching Contribution Offers and Legitimization of Paltry Contributions On Compliance. <i>Journal of Applied Social Psychology</i> , 1989, 19, 1010-1018.	2.0	15
5	Competitive Dealing Strategy and Deal Value Escalation. <i>Management Science</i> , 1988, 34, 1315-1323.	4.1	3
6	Increasing Contributions in Solicitation Campaigns: The Use of Large and Small Anchorpoints. <i>Journal of Consumer Research</i> , 1988, 15, 284.	5.1	95
7	Competitive Market Structure Analysis: A Reply. <i>Journal of Consumer Research</i> , 1984, 11, 842.	5.1	6
8	Competitive Market Structure Analysis: Principal Partitioning of Revealed Substitutabilities. <i>Journal of Consumer Research</i> , 1983, 10, 15.	5.1	76