

Stephen A Spiller

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11852531/publications.pdf>

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15
papers

1,920
citations

1162889

8
h-index

1058333

14
g-index

15
all docs

15
docs citations

15
times ranked

1825
citing authors

#	ARTICLE	IF	CITATIONS
1	Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression. <i>Journal of Marketing Research</i> , 2013, 50, 277-288.	3.0	1,299
2	A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and for Money. <i>Journal of Consumer Research</i> , 2010, 37, 108-128.	3.5	169
3	Opportunity Cost Consideration. <i>Journal of Consumer Research</i> , 2011, 38, 595-610.	3.5	158
4	Median splits, Type II errors, and falseâ€“positive consumer psychology: Don't fight the power. <i>Journal of Consumer Psychology</i> , 2015, 25, 679-689.	3.2	93
5	Too Much of a Good Thing: The Benefits of Implementation Intentions Depend on the Number of Goals. <i>Journal of Consumer Research</i> , 2012, 39, 600-614.	3.5	71
6	Consumer decisions with artificially intelligent voice assistants. <i>Marketing Letters</i> , 2020, 31, 335-347.	1.9	51
7	Opportunity Cost Neglect Attenuates the Effect of Choices on Preferences. <i>Psychological Science</i> , 2016, 27, 103-113.	1.8	21
8	The Elasticity of Preferences. <i>Psychological Science</i> , 2016, 27, 1588-1599.	1.8	16
9	Opportunity cost neglect and consideration in the domain of time. <i>Current Opinion in Psychology</i> , 2019, 26, 98-102.	2.5	11
10	Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences. <i>Management Science</i> , 2020, 66, 2213-2231.	2.4	9
11	Millennial-Style Learning: Search Intensity, Decision Making, and Information Sharing. <i>Management Science</i> , 2018, 64, 3313-3330.	2.4	8
12	Stocks, flows, and risk response to pandemic data.. <i>Journal of Experimental Psychology: Applied</i> , 2021, 27, 657-668.	0.9	8
13	How does the perceived value of a medium of exchange depend on its set of possible uses?. <i>Organizational Behavior and Human Decision Processes</i> , 2020, 161, 188-200.	1.4	3
14	Median Splits, Type II Errors, and False Positive Consumer Psychology: Don't Fight the Power. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	2
15	Tis Not, Tis Not Tis So, Tis So: Rebuttal of Rebuttal by Iacobucci, Posavac, Kardes, Schneider, and Popovich (2015) on the Appropriateness of Median Splits. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1