

Naomi Mandel

List of Publications by Year in descending order

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24
papers

2,898
citations

394421

19
h-index

642732

23
g-index

25
all docs

25
docs citations

25
times ranked

2226
citing authors

#	ARTICLE	IF	CITATIONS
1	When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices. <i>Journal of Consumer Research</i> , 2002, 29, 235-245.	5.1	428
2	Shifting Selves and Decision Making: The Effects of Self-Construal Priming on Consumer Risk-Taking. <i>Journal of Consumer Research</i> , 2003, 30, 30-40.	5.1	322
3	The Compensatory Consumer Behavior Model: How self-discrepancies drive consumer behavior. <i>Journal of Consumer Psychology</i> , 2017, 27, 133-146.	4.5	292
4	Still Preoccupied with 1995: The Need to Belong and Preference for Nostalgic Products. <i>Journal of Consumer Research</i> , 2010, 37, 393-408.	5.1	235
5	The effects of religion on consumer behavior: A conceptual framework and research agenda. <i>Journal of Consumer Psychology</i> , 2016, 26, 298-311.	4.5	228
6	The Effects of Reduced Food Size and Package Size on the Consumption Behavior of Restrained and Unrestrained Eaters. <i>Journal of Consumer Research</i> , 2008, 35, 391-405.	5.1	211
7	Images of Success and the Preference for Luxury Brands. <i>Journal of Consumer Psychology</i> , 2006, 16, 57-69.	4.5	206
8	The Effect of a Delay between Choice and Consumption on Consumption Enjoyment. <i>Journal of Consumer Research</i> , 2004, 31, 502-510.	5.1	144
9	The Sweet Escape: Effects of Mortality Salience on Consumption Quantities for High- and Low-Self-Esteem Consumers. <i>Journal of Consumer Research</i> , 2008, 35, 309-323.	5.1	122
10	Preventing Digital Music Piracy: The Carrot or the Stick?. <i>Journal of Marketing</i> , 2008, 72, 1-15.	11.3	115
11	Preventing Digital Music Piracy: The Carrot or the Stick?. <i>Journal of Marketing</i> , 2008, 72, 1-15.	11.3	96
12	Materialism: the good, the bad, and the ugly. <i>Journal of Marketing Management</i> , 2014, 30, 1858-1881.	2.3	82
13	The Effects of Thin and Heavy Media Images on Overweight and Underweight Consumers: Social Comparison Processes and Behavioral Implications. <i>Journal of Consumer Research</i> , 2010, 36, 930-949.	5.1	80
14	Political conservatism and variety-seeking. <i>Journal of Consumer Psychology</i> , 2014, 24, 79-86.	4.5	78
15	Positive and Negative Media Image Effects on the Self. <i>Journal of Consumer Research</i> , 2006, 32, 576-582.	5.1	63
16	Designing marketplaces of the artificial with consumers in mind: Four approaches to understanding consumer behavior in electronic environments. <i>Journal of Interactive Marketing</i> , 2006, 20, 21-33.	6.2	59
17	The Effect of Making a Prediction about the Outcome of a Consumption Experience on the Enjoyment of That Experience. <i>Journal of Consumer Research</i> , 2008, 35, 9-20.	5.1	41
18	Messages from the Food Police: How Food-Related Warnings Backfire among Dieters. <i>Journal of the Association for Consumer Research</i> , 2016, 1, 175-190.	1.7	33

#	ARTICLE	IF	CITATIONS
19	What Influences Consumer Evaluation of Genetically Modified Foods?. Journal of Public Policy and Marketing, 2019, 38, 263-279.	3.4	31
20	Strategies for improving self-control among naïve, sophisticated, and time-consistent consumers. Journal of Economic Psychology, 2017, 60, 109-125.	2.2	10
21	Sugar, perceived healthfulness, and satiety: When does a sugary preload lead people to eat more?. Appetite, 2017, 114, 338-349.	3.7	10
22	On the flexibility of self-repair: How holistic versus analytic thinking style impacts fluid compensatory consumption. Journal of Consumer Psychology, 2023, 33, 3-20.	4.5	6
23	Not all dieters are the same: Development of the Diet Balancing Scale. Journal of Business Research, 2021, 133, 143-157.	10.2	5
24	When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices. , 0, , 282-299.		1