

Joan Meyers-Levy

List of Publications by Year in descending order

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Version: 2024-02-01

29
papers

6,724
citations

201674

27
h-index

477307

29
g-index

29
all docs

29
docs citations

29
times ranked

3287
citing authors

#	ARTICLE	IF	CITATIONS
1	Revisiting gender differences: What we know and what lies ahead. <i>Journal of Consumer Psychology</i> , 2015, 25, 129-149.	4.5	376
2	Gender differences in the meanings consumers infer from music and other aesthetic stimuli. <i>Journal of Consumer Psychology</i> , 2010, 20, 495-507.	4.5	106
3	Emotional Persuasion: When the Valence versus the Resource Demands of Emotions Influence Consumers' Attitudes. <i>Journal of Consumer Research</i> , 2009, 36, 585-599.	5.1	74
4	Context Effects in Diverse-Category Brand Environments: The Influence of Target Product Positioning and Consumers' Processing Mind-Set. <i>Journal of Consumer Research</i> , 2008, 34, 882-896.	5.1	27
5	Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects. <i>Journal of Consumer Research</i> , 2007, 34, 89-96.	5.1	155
6	The Influence of Ceiling Height: The Effect of Priming on the Type of Processing That People Use. <i>Journal of Consumer Research</i> , 2007, 34, 174-186.	5.1	188
7	Using the Horizontal/Vertical Distinction to Advance Insights Into Consumer Psychology. <i>Journal of Consumer Psychology</i> , 2006, 16, 347-351.	4.5	13
8	Distinguishing between the Meanings of Music: When Background Music Affects Product Perceptions. <i>Journal of Marketing Research</i> , 2005, 42, 333-345.	4.8	112
9	Exploring Message Framing Outcomes When Systematic, Heuristic, or Both Types of Processing Occur. <i>Journal of Consumer Psychology</i> , 2004, 14, 159-167.	4.5	173
10	Low-Involvement Learning: Repetition and Coherence in Familiarity and Belief. <i>Journal of Consumer Psychology</i> , 2001, 11, 1-11.	4.5	75
11	Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. <i>Journal of Marketing</i> , 1999, 63, 45-60.	11.3	198
12	Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. <i>Journal of Marketing</i> , 1999, 63, 45.	11.3	248
13	Ad repetition in a cluttered environment: The influence of type of processing. <i>Psychology and Marketing</i> , 1999, 16, 99-118.	8.2	30
14	Evaluating Persuasion-Enhancing Techniques from a Resource-Matching Perspective. <i>Journal of Consumer Research</i> , 1997, 24, 178-191.	5.1	140
15	Moderators of the Impact of Self-Reference on Persuasion. <i>Journal of Consumer Research</i> , 1996, 22, 408.	5.1	164
16	Understanding the Effects of Color: How the Correspondence between Available and Required Resources Affects Attitudes. <i>Journal of Consumer Research</i> , 1995, 22, 121.	5.1	233
17	How Ambiguous Cropped Objects in Ad Photos can Affect Product Evaluations. <i>Journal of Consumer Research</i> , 1994, 21, 190.	5.1	152
18	A Two-Factor Explanation of Assimilation and Contrast Effects. <i>Journal of Marketing Research</i> , 1993, 30, 359-368.	4.8	143

#	ARTICLE	IF	CITATIONS
19	When Timing Matters: The Influence of Temporal Distance on Consumers' Affective and Persuasive Responses. <i>Journal of Consumer Research</i> , 1992, 19, 424.	5.1	81
20	Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations. <i>Journal of Marketing Research</i> , 1992, 29, 454.	4.8	49
21	Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations. <i>Journal of Marketing Research</i> , 1992, 29, 454-461.	4.8	85
22	Gender Differences in the Use of Message Cues and Judgments. <i>Journal of Marketing Research</i> , 1991, 28, 84-96.	4.8	414
23	Elaborating on Elaboration: The Distinction between Relational and Item- Specific Elaboration. <i>Journal of Consumer Research</i> , 1991, 18, 358.	5.1	95
24	Gender Differences in the Use of Message Cues and Judgments. <i>Journal of Marketing Research</i> , 1991, 28, 84.	4.8	290
25	Exploring Differences in Males' and Females' Processing Strategies. <i>Journal of Consumer Research</i> , 1991, 18, 63.	5.1	590
26	The Influence of Message Framing and Issue Involvement. <i>Journal of Marketing Research</i> , 1990, 27, 361.	4.8	498
27	The Influence of Message Framing and Issue Involvement. <i>Journal of Marketing Research</i> , 1990, 27, 361-367.	4.8	654
28	Schema Congruity as a Basis for Product Evaluation. <i>Journal of Consumer Research</i> , 1989, 16, 39.	5.1	1,020
29	The Influence of Sex Roles on Judgment. <i>Journal of Consumer Research</i> , 1988, 14, 522.	5.1	341