

Rajat Roy

List of Publications by Year in descending order

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Version: 2024-02-01

39
papers

1,133
citations

430843

18
h-index

434170

31
g-index

40
all docs

40
docs citations

40
times ranked

809
citing authors

#	ARTICLE	IF	CITATIONS
1	Enhancing chatbot effectiveness: The role of anthropomorphic conversational styles and time orientation. <i>Journal of Business Research</i> , 2021, 126, 23-34.	10.2	121
2	Regulatory focus and preference reversal between hedonic and utilitarian consumption. <i>Journal of Consumer Behaviour</i> , 2012, 11, 81-88.	4.2	110
3	Customer engagement behavior in individualistic and collectivistic markets. <i>Journal of Business Research</i> , 2018, 86, 281-290.	10.2	107
4	Antecedents and consequences of self-congruity. <i>European Journal of Marketing</i> , 2015, 49, 444-466.	2.9	81
5	Scarcity Appeal in Advertising: Exploring the Moderating Roles of Need for Uniqueness and Message Framing. <i>Journal of Advertising</i> , 2015, 44, 349-359.	6.6	78
6	Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. <i>European Journal of Marketing</i> , 2020, 54, 1407-1431.	2.9	67
7	Examining Regulatory Focus in the Information Processing of Imagery and Analytical Advertisements. <i>Journal of Advertising</i> , 2014, 43, 371-381.	6.6	46
8	Antecedents, outcomes, and mediating role of internal reference prices in pay-what-you-want (PWYW) pricing. <i>Marketing Intelligence and Planning</i> , 2016, 34, 117-136.	3.5	40
9	Business process re-design methodology to support supply chain integration. <i>International Journal of Information Management</i> , 2014, 34, 167-176.	17.5	38
10	Exploring the interactions among external reference price, social visibility and purchase motivation in pay-what-you-want pricing. <i>European Journal of Marketing</i> , 2016, 50, 816-837.	2.9	38
11	Re-engineering the construction process in the speculative house-building sector. <i>Construction Management and Economics</i> , 2003, 21, 137-146.	3.0	34
12	Documentation, standardization and improvement of the construction process in house building. <i>Construction Management and Economics</i> , 2005, 23, 57-67.	3.0	30
13	Consumer-based brand equity and status-seeking motivation for a global versus local brand. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2011, 23, 270-284.	3.2	29
14	The role of regulatory fit on the attraction effect. <i>Journal of Consumer Psychology</i> , 2011, 21, 473-481.	4.5	28
15	An insight into pay-what-you-want pricing. <i>Marketing Intelligence and Planning</i> , 2015, 33, 733-748.	3.5	27
16	Interactive effects of situational and enduring involvement with perceived crowding and time pressure in pay-what-you-want (PWYW) pricing. <i>Journal of Business Research</i> , 2020, 109, 88-100.	10.2	24
17	Exploring the role of spotlight effect in pay-what-you-want (PWYW) pricing—An anchoring and adjustment perspective. <i>Psychology and Marketing</i> , 2021, 38, 866-880.	8.2	24
18	Status and Nonstatus Consumers' Attitudes toward Foreign and Domestic Luxury Brands of Underwear. <i>Journal of International Consumer Marketing</i> , 2012, 24, 43-56.	3.7	23

#	ARTICLE	IF	CITATIONS
19	The impact of regulatory focus and word of mouth valence on search and experience attribute evaluation. <i>European Journal of Marketing</i> , 2017, 51, 1353-1373.	2.9	20
20	“Bonds” or “Calvin Klein” Down Under. <i>Journal of Fashion Marketing and Management</i> , 2013, 17, 65-84.	4.2	19
21	Developing a Customer-focused Culture in the Speculative House-building Industry. <i>Total Quality Management and Business Excellence</i> , 2004, 15, 73-87.	3.8	17
22	The mitigating effect of matching regulatory focus with arousal-inducing stimuli in service failure situations. <i>Psychology and Marketing</i> , 2020, 37, 1420-1432.	8.2	16
23	Looking Beyond First-Person Effects (FPEs) in the Influence of Scarcity Appeals in Advertising: A Replication and Extension of Eisend (2008). <i>Journal of Advertising</i> , 2016, 45, 78-84.	6.6	13
24	How self-construal guides preference for partitioned versus combined pricing. <i>Journal of Business Research</i> , 2019, 101, 152-160.	10.2	12
25	Enhancing member-institution relationships through social media: The role of other-user engagement behavior and similarity perceptions. <i>Journal of Business Research</i> , 2020, 121, 642-654.	10.2	12
26	Effects of consumers’ construal levels on post-impulse purchase emotions. <i>Marketing Intelligence and Planning</i> , 2020, 38, 269-282.	3.5	12
27	The karma of consumption: role of materialism in the pursuit of life satisfaction. <i>European Journal of Marketing</i> , 2019, 54, 168-189.	2.9	11
28	Interactive effects of self-congruity and need for uniqueness on brand loyalty via brand experience and brand attachment. <i>Journal of Product and Brand Management</i> , 2022, 31, 870-885.	4.3	11
29	The role of contextual factors in increasing Pay-What-You-Want payments: Evidence from field experiments. <i>Journal of Business Research</i> , 2022, 139, 1540-1552.	10.2	9
30	The effects of regulatory focus and mixed valence imagery and analytical attributes on product decisions. <i>Marketing Intelligence and Planning</i> , 2017, 35, 397-407.	3.5	8
31	The role of implicit lay belief, SEC attributes and temporal orientation in consumer decision making. <i>Journal of Business Research</i> , 2021, 122, 411-422.	10.2	8
32	When do consumers prefer partitioned prices? The role of mood and pricing tactic persuasion knowledge. <i>Journal of Business Research</i> , 2020, 116, 60-67.	10.2	6
33	Contextual differences in the moderating effects of price consciousness and social desirability in pay-what-you-want (PWYW) pricing. <i>Journal of Business Research</i> , 2022, 141, 13-25.	10.2	6
34	To forgive or retaliate? How regulatory fit affects emotional reactions and repurchase decisions following product failures. <i>Journal of Consumer Marketing</i> , 2021, 38, 397-409.	2.3	4
35	An introduction to the special issue on the past, present and future research on deliberate lookalikes. <i>Journal of Product and Brand Management</i> , 2019, 28, 701-706.	4.3	2
36	A randomised on-line survey exploring how health condition labels affect behavioural intentions. <i>PLoS ONE</i> , 2020, 15, e0240985.	2.5	2

#	ARTICLE	IF	CITATIONS
37	Research or Applied Universities? An Exploratory Qualitative Study of Prospective Studentâ€™s Selection of Universities with Different Brand Identities. , 2016 , 83-98.		0
38	62â€™...A randomised on-line survey to explore how disease labels, psychological traits and illness risk perceptions affect behavioural intentions. , 2018 , ,		0
39	Drivers of tuition fee setting practices for higher education institutions involved in international student recruitment. Journal of Marketing for Higher Education, 0 , 1-26.	3.2	0