

Marissa A Sharif

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1394336/publications.pdf>

Version: 2024-02-01

12
papers

137
citations

1478505

6
h-index

1474206

9
g-index

12
all docs

12
docs citations

12
times ranked

53
citing authors

#	ARTICLE	IF	CITATIONS
1	Down a Rabbit Hole: How Prior Media Consumption Shapes Subsequent Media Consumption. Journal of Marketing Research, 2022, 59, 453-471.	4.8	19
2	Nudging persistence after failure through emergency reserves. Organizational Behavior and Human Decision Processes, 2021, 163, 17-29.	2.5	10
3	The effect of categories on relative encoding biases in memory-based judgments. Organizational Behavior and Human Decision Processes, 2021, 162, 1-8.	2.5	7
4	Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing. Journal of Marketing Research, 2021, 58, 539-558.	4.8	24
5	Having too little or too much time is linked to lower subjective well-being.. Journal of Personality and Social Psychology, 2021, 121, 933-947.	2.8	24
6	Effect of Nudges on Downloads of COVID-19 Exposure Notification Apps. JAMA Network Open, 2021, 4, e2140839.	5.9	4
7	The Effect of Categorization on Goal Progress Perceptions and Motivation. Journal of Consumer Research, 2020, 47, 608-630.	5.1	9
8	The Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation. Proceedings - Academy of Management, 2019, 2019, 18275.	0.1	0
9	Occasion Matching of Indulgences. Journal of Marketing Behavior, 2018, 3, 211-239.	0.4	3
10	The Benefits of Emergency Reserves: Greater Preference and Persistence for Goals that Have Slack with a Cost. Journal of Marketing Research, 2017, 54, 495-509.	4.8	22
11	The Effect of Relative Encoding on Memory-Based Judgments. Psychological Science, 2016, 27, 1136-1145.	3.3	14
12	Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence. Journal of Consumer Research, 0, , .	5.1	1