

Zeynep Gurhan-Canli

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1414293/publications.pdf>

Version: 2024-02-01

28
papers

4,229
citations

361296

20
h-index

580701

25
g-index

28
all docs

28
docs citations

28
times ranked

2667
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effect of Corporate Social Responsibility (CSR) Activities on Companies With Bad Reputations. Journal of Consumer Psychology, 2006, 16, 377-390.	3.2	940
2	â€œMyâ€•Brand or â€œOurâ€•Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations. Journal of Consumer Research, 2007, 34, 248-259.	3.5	420
3	Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts. Journal of Consumer Research, 2001, 28, 399-417.	3.5	417
4	Cultural Variations in Country of Origin Effects. Journal of Marketing Research, 2000, 37, 309-317.	3.0	416
5	When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk. Journal of Marketing Research, 2004, 41, 197-205.	3.0	308
6	Determinants of Country-of-Origin Evaluations. Journal of Consumer Research, 2000, 27, 96-108.	3.5	247
7	The Effects of Extensions on the Family Brand Name: An Accessibility-Diagnosticity Perspective: Table 1. Journal of Consumer Research, 2000, 27, 371-381.	3.5	241
8	The Effects of Extensions on Brand Name Dilution and Enhancement. Journal of Marketing Research, 1998, 35, 464-473.	3.0	212
9	The role of materialism, religiosity, and demographics in subjective well-being. Psychology and Marketing, 1997, 14, 71-97.	4.6	205
10	The Effects of Extensions on Brand Name Dilution and Enhancement. Journal of Marketing Research, 1998, 35, 464.	3.0	139
11	Consumers and Brands across the Globe: Research Synthesis and New Directions. Journal of International Marketing, 2018, 26, 96-117.	2.5	104
12	Knowledge creation in consumer research: Multiple routes, multiple criteria. Journal of Consumer Psychology, 2012, 22, 473-485.	3.2	86
13	Base-Rate Information in Consumer Attributions of Product-Harm Crises. Journal of Marketing Research, 2012, 49, 336-348.	3.0	80
14	Effect of Regulatory Focus on Selective Information Processing. Journal of Consumer Research, 2012, 39, 93-110.	3.5	79
15	The Effect of Expected Variability of Product Quality and Attribute Uniqueness on Family Brand Evaluations. Journal of Consumer Research, 2003, 30, 105-114.	3.5	69
16	Drawing Inferences About Others on the Basis of Corporate Associations. Journal of the Academy of Marketing Science, 2006, 34, 167-173.	7.2	52
17	Acquisition and Impact of Consumer Expertise. Journal of Consumer Psychology, 1996, 5, 115-133.	3.2	43
18	Who's to blame? Counterfactual reasoning and the assignment of blame. Psychology and Marketing, 1997, 14, 209-222.	4.6	40

#	ARTICLE	IF	CITATIONS
19	The Influence of Mating Mind-Sets on Brand Extension Evaluation. <i>Journal of Marketing Research</i> , 2012, 49, 581-593.	3.0	35
20	Customer-based brand equity in a technologically fast-paced, connected, and constrained environment. <i>AMS Review</i> , 2016, 6, 23-32.	1.1	29
21	How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective. <i>Journal of Consumer Research</i> , 2015, 42, 45-58.	3.5	24
22	Mapping Attitude Formation as a Function of Information Input: Online Processing Models of Attitude Formation. <i>Journal of Consumer Psychology</i> , 2002, 12, 21-34.	3.2	20
23	Feeling Attached to Symbolic Brands within the Context of Brand Transgressions. <i>Review of Marketing Research</i> , 2015, , 233-256.	0.2	13
24	The effect of self-concept clarity on discretionary spending tendency. <i>International Journal of Research in Marketing</i> , 2016, 33, 612-623.	2.4	6
25	Culture and Branding. , 2017, , 129-147.		2
26	Are 1-endings the new 9-endings? An alternative for generating price discount perceptions. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102912.	5.3	2
27	Chapter 4.1: Consumerâ€™Brand Relationships Ä±n Turkey. , 2018, , 143-164.		0
28	How does self-concept clarity influence happiness in social settings? The role of strangers versus friends. <i>Self and Identity</i> , 2019, 18, 443-467.	1.0	0