

# Rajneesh Suri

## List of Publications by Year in descending order

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Version: 2024-02-01

35  
papers

1,487  
citations

394421

19  
h-index

377865

34  
g-index

36  
all docs

36  
docs citations

36  
times ranked

1123  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of Time Constraints on Consumers' Judgments of Prices and Products. Journal of Consumer Research, 2003, 30, 92-104.	5.1	319
2	The effects of perceived scarcity on consumers'™ processing of price information. Journal of the Academy of Marketing Science, 2007, 35, 89-100.	11.2	120
3	Will social media kill branding?. Business Horizons, 2015, 58, 35-44.	5.2	120
4	Are Men Seduced by Red? The Effect of Red Versus Black Prices on Price Perceptions. Journal of Retailing, 2013, 89, 115-125.	6.2	110
5	From food waste to value-added surplus products (<scp>VASP</scp>): Consumer acceptance of a novel food product category. Journal of Consumer Behaviour, 2018, 17, 57-63.	4.2	85
6	Creating effective logos: Insights from theory and practice. Business Horizons, 2002, 45, 58-64.	5.2	74
7	Got slogan? Guidelines for creating effective slogans. Business Horizons, 2007, 50, 415-422.	5.2	73
8	The impact of the Internet and consumer motivation on evaluation of prices. Journal of Business Research, 2003, 56, 379-390.	10.2	50
9	Math anxiety and its effects on consumers'™ preference for price promotion formats. Journal of the Academy of Marketing Science, 2013, 41, 271-282.	11.2	43
10	Consumers'™ willingness to pay for upcycled foods. Food Quality and Preference, 2020, 86, 104035.	4.6	42
11	Trading Effort for Money. Journal of Service Research, 2014, 17, 229-242.	12.2	39
12	Addressing food waste: How to position upcycled foods to different generations. Journal of Consumer Behaviour, 2021, 20, 242-250.	4.2	38
13	The effects of need for cognition and trait anxiety on price acceptability. Psychology and Marketing, 2001, 18, 21-42.	8.2	36
14	Are You In Good Hands?. Journal of Advertising Research, 2013, 53, 31-42.	2.1	33
15	Retailer Marketing Communications in the Digital Age: Getting the Right Message to the Right Shopper at the Right Time. Journal of Retailing, 2021, 97, 116-132.	6.2	33
16	Disfluent vs. fluent price offers: paradoxical role of processing disfluency. Journal of the Academy of Marketing Science, 2016, 44, 627-638.	11.2	30
17	Retail Potential for Upcycled Foods: Evidence from New Zealand. Sustainability, 2021, 13, 2624.	3.2	30
18	Red price? Red flag! Eye-tracking reveals how one red price can hurt a retailer. Psychology and Marketing, 2020, 37, 928-941.	8.2	22

#	ARTICLE	IF	CITATIONS
19	Food Waste and Upcycled Foods: Can a Logo Increase Acceptance of Upcycled Foods?. Journal of Food Products Marketing, 2021, 27, 188-203.	3.3	20
20	Does Classical Music Relieve Math Anxiety? Role of Tempo on Price Computation Avoidance. Psychology and Marketing, 2014, 31, 489-499.	8.2	19
21	The effect of computer anxiety on price value trade-off in the on-line environment. Psychology and Marketing, 2003, 20, 515-536.	8.2	14
22	Presenting comparative price promotions vertically or horizontally: Does it matter?. Journal of Business Research, 2017, 76, 209-218.	10.2	14
23	Neuroergonomic Assessment of Hot Beverage Preparation and Consumption: An EEG and EDA Study. Frontiers in Human Neuroscience, 2020, 14, 175.	2.0	13
24	Differentiating Price Sensitivity from Willingness to Pay: Role of Pricing in Consumer Acceptance of Upcycled Foods. Journal of Food Products Marketing, 2021, 27, 331-339.	3.3	13
25	“Made in Country” Versus “Made in County” Effects of Local Manufacturing Origins on Price Perceptions. Psychology and Marketing, 2013, 30, 121-132.	8.2	12
26	Impact of Tea and Coffee Consumption on Cognitive Performance: An fNIRS and EDA Study. Applied Sciences (Switzerland), 2020, 10, 2390.	2.5	11
27	When should retailers increase prices during a crisis? A longitudinal inquiry during the COVID-19 pandemic. Journal of Consumer Behaviour, 2021, 20, 1269-1276.	4.2	10
28	Retailers’™ Merchandise Organization and Price Perceptions. Journal of Retailing, 2012, 88, 168-179.	6.2	9
29	Comparing the effectiveness of fixed and discounted prices in the US and South Korea. International Journal of Retail and Distribution Management, 2004, 32, 328-336.	4.7	7
30	Consumers Prior Purchase Intentions and their Evaluation of Savings on Product Bundles. , 1999, , 177-194.		5
31	Is there a market for upcycled pet food?. Journal of Cleaner Production, 2022, 343, 130960.	9.3	5
32	When and whom should retailers offer price reductions in times of crisis?. International Journal of Retail and Distribution Management, 2021, 50, 744.	4.7	5
33	On melodic contour and number preferences: The effects of musical melody on the processing of numerical information. Psychology and Marketing, 2020, 37, 1019-1030.	8.2	4
34	The Effects of Acculturation on Consumers' Sensitivity to Prices. Journal of International Consumer Marketing, 2000, 13, 35-56.	3.7	2
35	Neural Correlates of Math Anxiety of Consumer Choices on Price Promotions. Advances in Intelligent Systems and Computing, 2019, , 152-160.	0.6	0