

# Rajneesh Suri

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1683484/publications.pdf>

Version: 2024-02-01

35  
papers

1,487  
citations

394286

19  
h-index

377752

34  
g-index

36  
all docs

36  
docs citations

36  
times ranked

1123  
citing authors

#	ARTICLE	IF	CITATIONS
1	Is there a market for upcycled pet food?. Journal of Cleaner Production, 2022, 343, 130960.	4.6	5
2	Addressing food waste: How to position upcycled foods to different generations. Journal of Consumer Behaviour, 2021, 20, 242-250.	2.6	38
3	When should retailers increase prices during a crisis? A longitudinal inquiry during the COVID-19 pandemic. Journal of Consumer Behaviour, 2021, 20, 1269-1276.	2.6	10
4	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.	4.0	33
5	Retail Potential for Upcycled Foods: Evidence from New Zealand. Sustainability, 2021, 13, 2624.	1.6	30
6	Food Waste and Upcycled Foods: Can a Logo Increase Acceptance of Upcycled Foods?. Journal of Food Products Marketing, 2021, 27, 188-203.	1.4	20
7	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.	1.4	13
8	When and whom should retailers offer price reductions in times of crisis?. International Journal of Retail and Distribution Management, 2021, 50, 744.	2.7	5
9	Consumers' willingness to pay for upcycled foods. Food Quality and Preference, 2020, 86, 104035.	2.3	42
10	On melodic contour and number preferences: The effects of musical melody on the processing of numerical information. Psychology and Marketing, 2020, 37, 1019-1030.	4.6	4
11	Neuroergonomic Assessment of Hot Beverage Preparation and Consumption: An EEG and EDA Study. Frontiers in Human Neuroscience, 2020, 14, 175.	1.0	13
12	Red price? Red flag! Eye-tracking reveals how one red price can hurt a retailer. Psychology and Marketing, 2020, 37, 928-941.	4.6	22
13	Impact of Tea and Coffee Consumption on Cognitive Performance: An fNIRS and EDA Study. Applied Sciences (Switzerland), 2020, 10, 2390.	1.3	11
14	Neural Correlates of Math Anxiety of Consumer Choices on Price Promotions. Advances in Intelligent Systems and Computing, 2019, , 152-160.	0.5	0
15	From food waste to value-added surplus products (VASP): Consumer acceptance of a novel food product category. Journal of Consumer Behaviour, 2018, 17, 57-63.	2.6	85
16	Presenting comparative price promotions vertically or horizontally: Does it matter?. Journal of Business Research, 2017, 76, 209-218.	5.8	14
17	Disfluent vs. fluent price offers: paradoxical role of processing disfluency. Journal of the Academy of Marketing Science, 2016, 44, 627-638.	7.2	30
18	Will social media kill branding?. Business Horizons, 2015, 58, 35-44.	3.4	120

#	ARTICLE	IF	CITATIONS
19	Does Classical Music Relieve Math Anxiety? Role of Tempo on Price Computation Avoidance. <i>Psychology and Marketing</i> , 2014, 31, 489-499.	4.6	19
20	Trading Effort for Money. <i>Journal of Service Research</i> , 2014, 17, 229-242.	7.8	39
21	Math anxiety and its effects on consumers'™ preference for price promotion formats. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 271-282.	7.2	43
22	“Made in Country” Versus “Made in County” Effects of Local Manufacturing Origins on Price Perceptions. <i>Psychology and Marketing</i> , 2013, 30, 121-132.	4.6	12
23	Are Men Seduced by Red? The Effect of Red Versus Black Prices on Price Perceptions. <i>Journal of Retailing</i> , 2013, 89, 115-125.	4.0	110
24	Are You In Good Hands?. <i>Journal of Advertising Research</i> , 2013, 53, 31-42.	1.0	33
25	Retailers'™ Merchandise Organization and Price Perceptions. <i>Journal of Retailing</i> , 2012, 88, 168-179.	4.0	9
26	Got slogan? Guidelines for creating effective slogans. <i>Business Horizons</i> , 2007, 50, 415-422.	3.4	73
27	The effects of perceived scarcity on consumers'™ processing of price information. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 89-100.	7.2	120
28	Comparing the effectiveness of fixed and discounted prices in the US and South Korea. <i>International Journal of Retail and Distribution Management</i> , 2004, 32, 328-336.	2.7	7
29	The effect of computer anxiety on price value trade-off in the on-line environment. <i>Psychology and Marketing</i> , 2003, 20, 515-536.	4.6	14
30	The impact of the Internet and consumer motivation on evaluation of prices. <i>Journal of Business Research</i> , 2003, 56, 379-390.	5.8	50
31	The Effects of Time Constraints on Consumers' Judgments of Prices and Products. <i>Journal of Consumer Research</i> , 2003, 30, 92-104.	3.5	319
32	Creating effective logos: Insights from theory and practice. <i>Business Horizons</i> , 2002, 45, 58-64.	3.4	74
33	The effects of need for cognition and trait anxiety on price acceptability. <i>Psychology and Marketing</i> , 2001, 18, 21-42.	4.6	36
34	The Effects of Acculturation on Consumers' Sensitivity to Prices. <i>Journal of International Consumer Marketing</i> , 2000, 13, 35-56.	2.3	2
35	Consumers Prior Purchase Intentions and their Evaluation of Savings on Product Bundles. , 1999, , 177-194.		5