

# Gad Saad

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1701324/publications.pdf>

Version: 2024-02-01

45  
papers

2,210  
citations

257450

24  
h-index

243625

44  
g-index

47  
all docs

47  
docs citations

47  
times ranked

1533  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Evolutionary Bases of Consumption. , 0, , .		191
2	Applications of evolutionary psychology in marketing. <i>Psychology and Marketing</i> , 2000, 17, 1005-1034.	8.2	175
3	Gender differences in information search strategies for a Christmas gift. <i>Journal of Consumer Marketing</i> , 2000, 17, 500-522.	2.3	165
4	Calories, beauty, and ovulation: The effects of the menstrual cycle on food and appearance-related consumption. <i>Journal of Consumer Psychology</i> , 2012, 22, 102-113.	4.5	130
5	Testosterone and domain-specific risk: Digit ratios (2D:4D and rel2) as predictors of recreational, financial, and social risk-taking behaviors. <i>Personality and Individual Differences</i> , 2011, 51, 412-416.	2.9	126
6	Exploring the h-index at the author and journal levels using bibliometric data of productive consumer scholars and business-related journals respectively. <i>Scientometrics</i> , 2006, 69, 117-120.	3.0	118
7	The effect of conspicuous consumption on men's testosterone levels. <i>Organizational Behavior and Human Decision Processes</i> , 2009, 110, 80-92.	2.5	115
8	Stopping Criteria in Sequential Choice. <i>Organizational Behavior and Human Decision Processes</i> , 1996, 67, 258-270.	2.5	89
9	An evolutionary psychology perspective on gift giving among young adults. <i>Psychology and Marketing</i> , 2003, 20, 765-784.	8.2	87
10	Evolutionary neuromarketing: darwinizing the neuroimaging paradigm for consumer behavior. <i>Journal of Consumer Behaviour</i> , 2008, 7, 397-414.	4.2	68
11	Evolutionary consumption. <i>Journal of Consumer Psychology</i> , 2013, 23, 351-371.	4.5	67
12	Applying evolutionary psychology in understanding the representation of women in advertisements. <i>Psychology and Marketing</i> , 2004, 21, 593-612.	8.2	66
13	Sex Differences in the Ultimatum Game: An Evolutionary Psychology Perspective. <i>Journal of Bioeconomics</i> , 2001, 3, 171-193.	3.3	65
14	Testosterone, financial risk-taking, and pathological gambling.. <i>Journal of Neuroscience, Psychology, and Economics</i> , 2011, 4, 254-266.	1.0	61
15	Individualism-collectivism and the quantity versus quality dimensions of individual and group creative performance. <i>Journal of Business Research</i> , 2015, 68, 578-586.	10.2	51
16	On the Method of Evolutionary Psychology and Its Applicability to Consumer Research. <i>Journal of Marketing Research</i> , 2017, 54, 464-477.	4.8	46
17	A Cross-Cultural Study of In-Store Information Search Strategies for a Christmas Gift. <i>Journal of Business Research</i> , 2000, 49, 113-126.	10.2	44
18	Are laterborns more innovative and nonconforming consumers than firstborns? A Darwinian perspective. <i>Journal of Business Research</i> , 2005, 58, 902-909.	10.2	41

#	ARTICLE	IF	CITATIONS
19	Applying evolutionary psychology in understanding the Darwinian roots of consumption phenomena. <i>Managerial and Decision Economics</i> , 2006, 27, 189-201.	2.5	39
20	Applying Darwinian principles in designing effective intervention strategies: The case of sun tanning. <i>Psychology and Marketing</i> , 2006, 23, 617-638.	8.2	36
21	Sex differences when searching for a mate: A process-tracing approach. <i>Journal of Behavioral Decision Making</i> , 2009, 22, 171-190.	1.7	33
22	Sex differences in OCD symptomatology: An evolutionary perspective. <i>Medical Hypotheses</i> , 2006, 67, 1455-1459.	1.5	31
23	Advertised Waist-to-Hip Ratios of Online Female Escorts. <i>International Journal of E-Collaboration</i> , 2008, 4, 40-50.	0.5	31
24	Online Hunting and Gathering: An Evolutionary Perspective on Sex Differences in Website Preferences and Navigation. <i>IEEE Transactions on Professional Communication</i> , 2008, 51, 155-168.	0.8	29
25	Applying the h-index in exploring bibliometric properties of elite marketing scholars. <i>Scientometrics</i> , 2010, 83, 423-433.	3.0	28
26	Testosterone & gift-giving: Mating confidence moderates the association between digit ratios (2D:4D and rel2) and erotic gift-giving. <i>Personality and Individual Differences</i> , 2016, 91, 27-30.	2.9	23
27	Suicide triggers as sex-specific threats in domains of evolutionary import: Negative correlation between global male-to-female suicide ratios and average per capita gross national income. <i>Medical Hypotheses</i> , 2007, 68, 692-696.	1.5	22
28	Nothing in Popular Culture Makes Sense except in the Light of Evolution. <i>Review of General Psychology</i> , 2012, 16, 109-120.	3.2	22
29	Evolutionary consumer psychology: Ask not what you can do for biology, but what you can do for psychology. <i>Journal of Consumer Psychology</i> , 2013, 23, 404-409.	4.5	20
30	Menstrual cycle effects on prosocial orientation, gift giving, and charitable giving. <i>Journal of Business Research</i> , 2018, 84, 82-88.	10.2	20
31	The framing effect when evaluating prospective mates: an adaptationist perspective. <i>Evolution and Human Behavior</i> , 2014, 35, 184-192.	2.2	19
32	Testosterone at your fingertips: Digit ratios (2D:4D and rel2) as predictors of courtship-related consumption intended to acquire and retain mates. <i>Journal of Consumer Psychology</i> , 2016, 26, 231-244.	4.5	19
33	Introduction to Darwinian Perspectives on Electronic Communication. <i>IEEE Transactions on Professional Communication</i> , 2008, 51, 133-146.	0.8	16
34	The interdisciplinarity of evolutionary approaches to human behavior: A key to survival in the Ivory Archipelago. <i>Futures</i> , 2011, 43, 749-761.	2.5	15
35	Addressing the sins of consumer psychology via the evolutionary lens. <i>Psychology and Marketing</i> , 2021, 38, 371-380.	8.2	15
36	Gift Giving at Israeli Weddings as a Function of Genetic Relatedness and Kinship Certainty. <i>Journal of Consumer Psychology</i> , 2018, 28, 157-165.	4.5	10

#	ARTICLE	IF	CITATIONS
37	Self-Ratings of Physical Attractiveness in a Competitive Context: When Males are More Sensitive to Self-Perceptions Than Females. <i>Journal of Social Psychology</i> , 2009, 149, 585-599.	1.5	9
38	The marketing of evolutionary psychology. <i>Journal of Business Research</i> , 2020, 120, 485-491.	10.2	9
39	Munchausen by proxy: The dark side of parental investment theory?. <i>Medical Hypotheses</i> , 2010, 75, 479-481.	1.5	7
40	The Consuming Instinct: What Darwinian consumption reveals about human nature. <i>Politics and the Life Sciences</i> , 2013, 32, 58-72.	0.7	7
41	Building a global database of nomological networks of cumulative evidence.. <i>Evolutionary Behavioral Sciences</i> , 2020, 14, 368-372.	0.8	5
42	The Epistemology of Evolutionary Psychology Offers a Rapprochement to Cultural Psychology. <i>Frontiers in Psychology</i> , 2020, 11, 579578.	2.1	4
43	Using evolutionary theory to enhance the brain imaging paradigm. <i>Frontiers in Human Neuroscience</i> , 2014, 8, 452.	2.0	3
44	Are identical twins more similar in their decision making styles than their fraternal counterparts?. <i>Journal of Business Research</i> , 2020, 120, 638-643.	10.2	3
45	Universal sex-specific instantiations of obsessive-compulsive disorder. <i>Behavioral and Brain Sciences</i> , 2006, 29, 629-629.	0.7	0