

Hilke Plassmann

List of Publications by Year in descending order

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Version: 2024-02-01

35
papers

5,096
citations

304743

22
h-index

454955

30
g-index

41
all docs

41
docs citations

41
times ranked

3577
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing actions can modulate neural representations of experienced pleasantness. Proceedings of the National Academy of Sciences of the United States of America, 2008, 105, 1050-1054.	7.1	901
2	Orbitofrontal Cortex Encodes Willingness to Pay in Everyday Economic Transactions. Journal of Neuroscience, 2007, 27, 9984-9988.	3.6	765
3	The relative strength of affective commitment in securing loyalty in service relationships. Journal of Business Research, 2006, 59, 1207-1213.	10.2	356
4	Branding the brain: A critical review and outlook. Journal of Consumer Psychology, 2012, 22, 18-36.	4.5	346
5	Appetitive and Aversive Goal Values Are Encoded in the Medial Orbitofrontal Cortex at the Time of Decision Making. Journal of Neuroscience, 2010, 30, 10799-10808.	3.6	302
6	Consumer Neuroscience: Applications, Challenges, and Possible Solutions. Journal of Marketing Research, 2015, 52, 427-435.	4.8	283
7	Dissociating Valuation and Saliency Signals during Decision-Making. Cerebral Cortex, 2011, 21, 95-102.	2.9	224
8	NeuroEconomics: An overview from an economic perspective. Brain Research Bulletin, 2005, 67, 343-354.	3.0	200
9	Cognitive Regulation during Decision Making Shifts Behavioral Control between Ventromedial and Dorsolateral Prefrontal Value Systems. Journal of Neuroscience, 2012, 32, 13543-13554.	3.6	192
10	Nonlinear Responses Within the Medial Prefrontal Cortex Reveal When Specific Implicit Information Influences Economic Decision Making. , 2005, 15, 171-182.		189
11	Repetitive transcranial magnetic stimulation over the right dorsolateral prefrontal cortex decreases valuations during food choices. European Journal of Neuroscience, 2009, 30, 1980-1988.	2.6	136
12	What can advertisers learn from neuroscience?. International Journal of Advertising, 2007, 26, 151-175.	6.7	134
13	Applications of functional magnetic resonance imaging for market research. Qualitative Market Research, 2007, 10, 135-152.	1.5	127
14	Nonlinear Responses Within the Medial Prefrontal Cortex Reveal When Specific Implicit Information Influences Economic Decision Making. , 2005, 15, 171-182.		112
15	Evidence for a neural correlate of a framing effect: Bias-specific activity in the ventromedial prefrontal cortex during credibility judgments. Brain Research Bulletin, 2005, 67, 413-421.	3.0	101
16	Decision neuroscience and consumer decision making. Marketing Letters, 2012, 23, 473-485.	2.9	94
17	Individual Differences in Marketing Placebo Effects: Evidence from Brain Imaging and Behavioral Experiments. Journal of Marketing Research, 2015, 52, 493-510.	4.8	78
18	How Neuroscience Can Inform Consumer Research. IEEE Transactions on Neural Systems and Rehabilitation Engineering, 2008, 16, 532-538.	4.9	71

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19	Neuroanatomy of the vmPFC and dlPFC Predicts Individual Differences in Cognitive Regulation During Dietary Self-Control Across Regulation Strategies. <i>Journal of Neuroscience</i> , 2018, 38, 5799-5806.	3.6	70
20	Consumer Neuroscience: Past, Present, and Future. <i>Organizational Research Methods</i> , 2019, 22, 174-195.	9.1	62
21	Anterior cingulate reflects susceptibility to framing during attractiveness evaluation. <i>NeuroReport</i> , 2007, 18, 1119-1123.	1.2	59
22	How context alters value: The brain's valuation and affective regulation system link price cues to experienced taste pleasantness. <i>Scientific Reports</i> , 2017, 7, 8098.	3.3	48
23	Single-dose testosterone administration increases men's preference for status goods. <i>Nature Communications</i> , 2018, 9, 2433.	12.8	47
24	How choice ambiguity modulates activity in brain areas representing brand preference: evidence from consumer neuroscience. <i>Journal of Consumer Behaviour</i> , 2008, 7, 360-367.	4.2	38
25	Multistage Valuation Signals and Common Neural Currencies. , 2014, , 237-258.		22
26	Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery. <i>Journal of Consumer Psychology</i> , 2022, 32, 57-68.	4.5	18
27	Consumer Neuroscience. , 2015, , 152-179.		16
28	Context-dependency in valuation. <i>Current Opinion in Neurobiology</i> , 2016, 40, 59-65.	4.2	16
29	Resting-state connectivity within the brain's reward system predicts weight loss and correlates with leptin. <i>Brain Communications</i> , 2021, 3, fcab005.	3.3	15
30	A window to the consumer's mind: application of functional brain imaging techniques to advertising research. , 2006, , 163-178.		11
31	Pain of Paying? A Metaphor Gone Literal: Evidence from Neural and Behavioral Science. <i>SSRN Electronic Journal</i> , 0, , .	0.4	10
32	Contributions to decision neuroscience. <i>Journal of Economic Psychology</i> , 2010, 31, 764-766.	2.2	9
33	An Interdisciplinary Lens on Consciousness: The Consciousness Continuum and How to (Not) Study It in the Brain and the Gut, A Commentary on Williams and Poehlman. <i>Journal of Consumer Research</i> , 2017, 44, 258-265.	5.1	9
34	How we decide what to eat: Toward an interdisciplinary model of gut-brain interactions. <i>Wiley Interdisciplinary Reviews: Cognitive Science</i> , 2022, 13, e1562.	2.8	9
35	Neuronale Korrelate von nutzenbasierten Entscheidungen. , 2011, , 165-193.		0