

Veronica zixi Jiang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2421802/publications.pdf>

Version: 2024-02-01

4
papers

96
citations

2258059

3
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

85
citing authors

#	ARTICLE	IF	CITATIONS
1	Been There, Done That: The Impact of Effort Investment on Goal Value and Consumer Motivation. Journal of Consumer Research, 2011, 38, 78-93.	5.1	40
2	Mental Representation and Perceived Similarity: How Abstract Mindset Aids Choice from Large Assortments. Journal of Marketing Research, 2013, 50, 548-559.	4.8	40
3	The curious case of threat-awe: A theoretical and empirical reconceptualization.. Emotion, 2022, 22, 1653-1669.	1.8	10
4	Beautiful and Confident: How Boosting Self-Perceived Attractiveness Reduces Preference Uncertainty in Context-Dependent Choices. Journal of Marketing Research, 2021, 58, 908-924.	4.8	6