

Rajagopal Raghunathan

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

22 papers	4,267 citations	18 h-index	22 g-index
22 ext. papers	4,850 ext. citations	6.2 avg, IF	5.57 L-index

#	Paper	IF	Citations
22	All Negative Moods Are Not Equal: Motivational Influences of Anxiety and Sadness on Decision Making. <i>Organizational Behavior and Human Decision Processes</i> , 1999 , 79, 56-77	4	747
21	The Unhealthy = Tasty Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products. <i>Journal of Marketing</i> , 2006 , 70, 170-184	11	732
20	Delight by Design: The Role of Hedonic versus Utilitarian Benefits. <i>Journal of Marketing</i> , 2008 , 72, 48-63	11	573
19	The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference. <i>Journal of Marketing</i> , 2010 , 74, 18-31	11	318
18	Delight by Design: The Role of Hedonic Versus Utilitarian Benefits. <i>Journal of Marketing</i> , 2008 , 72, 48-63	11	301
17	Consumers in a multichannel environment: Product utility, process utility, and channel choice. <i>Journal of Interactive Marketing</i> , 2005 , 19, 12-30	9.8	272
16	Form versus Function: How the Intensities of Specific Emotions Evoked in Functional versus Hedonic Trade-Offs Mediate Product Preferences. <i>Journal of Marketing Research</i> , 2007 , 44, 702-714	5.2	262
15	Walking the tightrope between feeling good and being accurate: Mood as a resource in processing persuasive messages.. <i>Journal of Personality and Social Psychology</i> , 2002 , 83, 510-525	6.5	222
14	The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference. <i>Journal of Marketing</i> , 2010 , 74, 18-31	11	207
13	Is Happiness Shared Doubled and Sadness Shared Halved? Social Influence on Enjoyment of Hedonic Experiences. <i>Journal of Marketing Research</i> , 2006 , 43, 386-394	5.2	156
12	Informational Properties of Anxiety and Sadness, and Displaced Coping. <i>Journal of Consumer Research</i> , 2006 , 32, 596-601	6.3	125
11	Walking the Hedonic Product Treadmill: Default Contrast and Mood-Based Assimilation in Judgments of Predicted Happiness with a Target Product. <i>Journal of Consumer Research</i> , 2001 , 28, 355-368	6.3	90
10	Research NoteThe Allure of Homophily in Social Media: Evidence from Investor Responses on Virtual Communities. <i>Information Systems Research</i> , 2014 , 25, 604-617	3.8	53
9	The Repetition-Break Plot Structure Makes Effective Television Advertisements. <i>Journal of Marketing</i> , 2011 , 75, 105-119	11	44
8	Information Valuation and Confirmation Bias in Virtual Communities: Evidence from Stock Message Boards. <i>Information Systems Research</i> , 2013 , 24, 1050-1067	3.8	42
7	Promotions Spontaneously Induce a Positive Evaluative Response. <i>Journal of Consumer Psychology</i> , 2006 , 16, 295-305	3.1	34
6	Gender role conflict, attitudes toward career counseling, career decision-making, and perceptions of career counseling advertising brochures.. <i>Psychology of Men and Masculinity</i> , 2002 , 3, 127-137	3.1	26

5	Sadness as Pleasure-Seeking Prime and Anxiety as Attentiveness Prime: The Different Affect Different Effect (DADE) Model. <i>Motivation and Emotion</i> , 2004 , 28, 23-41	2.5	24
4	Confirmation Bias, Overconfidence, and Investment Performance: Evidence from Stock Message Boards. <i>SSRN Electronic Journal</i> , 2010 ,	1	17
3	Walking the tightrope between feeling good and being accurate: mood as a resource in processing persuasive messages. <i>Journal of Personality and Social Psychology</i> , 2002 , 83, 510-25	6.5	16
2	The Association Between the Attitude of Food-Waste-Aversion and BMI: An Exploration in India and the United States. <i>Journal of Consumer Psychology</i> , 2021 , 31, 81-90	3.1	4
1	TEST TEST TESTThe Allure of Homophily in Social Media: Evidence from Investor Responses on Virtual Communities. <i>Information Systems Research</i> , 604-617	3.8	2