

Aparna Sundar

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2801660/publications.pdf>

Version: 2024-02-01

4
papers

273
citations

1937685

4
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

208
citing authors

#	ARTICLE	IF	CITATIONS
1	Place the Logo High or Low? Using Conceptual Metaphors of Power in Packaging Design. Journal of Marketing, 2014, 78, 138-151.	11.3	154
2	Too Exciting to Fail, Too Sincere to Succeed: The Effects of Brand Personality on Sensory Disconfirmation. Journal of Consumer Research, 2016, 43, 44-67.	5.1	93
3	How product aesthetics cues efficacy beliefs of product performance. Psychology and Marketing, 2020, 37, 1246-1262.	8.2	14
4	Is unnatural unhealthy? Think about it: Overcoming negative halo effects from food labels. Psychology and Marketing, 2021, 38, 1280-1292.	8.2	12