

John G Lynch Jr

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.

71
papers

15,685
citations

41
h-index

79
g-index

79
ext. papers

18,456
ext. citations

4.8
avg, IF

6.88
L-index

#	Paper	IF	Citations
71	Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. <i>Journal of Consumer Research</i> , 2010 , 37, 197-206	6.3	5297
70	Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior.. <i>Journal of Applied Psychology</i> , 1988 , 73, 421-435	7.4	1392
69	Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. <i>Journal of Marketing</i> , 1997 , 61, 38-53	11	1034
68	Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression. <i>Journal of Marketing Research</i> , 2013 , 50, 277-288	5.2	937
67	Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. <i>Journal of Marketing</i> , 1997 , 61, 38	11	872
66	Financial Literacy, Financial Education, and Downstream Financial Behaviors. <i>Management Science</i> , 2014 , 60, 1861-1883	3.9	734
65	Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution. <i>Marketing Science</i> , 2000 , 19, 83-103	3.6	612
64	Memory and Attentional Factors in Consumer Choice: Concepts and Research Methods. <i>Journal of Consumer Research</i> , 1982 , 9, 18	6.3	422
63	Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations. <i>Journal of Consumer Research</i> , 1988 , 15, 169	6.3	340
62	On the External Validity of Experiments in Consumer Research. <i>Journal of Consumer Research</i> , 1982 , 9, 225	6.3	289
61	Resource slack and propensity to discount delayed investments of time versus money. <i>Journal of Experimental Psychology: General</i> , 2005 , 134, 23-37	4.7	247
60	Communication Effects of Advertising Versus Direct Experience When Both Search and Experience Attributes are Present. <i>Journal of Consumer Research</i> , 1995 , 21, 708	6.3	239
59	Error Detection by Industry-Specialized Teams during Sequential Audit Review. <i>Journal of Accounting Research</i> , 2002 , 40, 883-900	3.4	211
58	Contrast Effects in Consumer Judgments: Changes in Mental Representations or in the Anchoring of Rating Scales?. <i>Journal of Consumer Research</i> , 1991 , 18, 284	6.3	163
57	How Am I Doing? Perceived Financial Well-Being, Its Potential Antecedents, and Its Relation to Overall Well-Being. <i>Journal of Consumer Research</i> , 2018 , 45, 68-89	6.3	162
56	Theory and external validity. <i>Journal of the Academy of Marketing Science</i> , 1999 , 27, 367-376	12.4	154
55	Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity. <i>Journal of Consumer Research</i> , 2003 , 30, 56-71	6.3	153

54	Prior Knowledge and Complacency in New Product Learning. <i>Journal of Consumer Research</i> , 2002 , 29, 416-426	6.3	147
53	Toward a Reconciliation of Market Power and Information Theories of Advertising Effects on Price Elasticity. <i>Journal of Consumer Research</i> , 1995 , 21, 644	6.3	145
52	The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?. <i>Marketing Letters</i> , 2005 , 16, 347-360	2.3	143
51	Inference Effects without Inference Making? Effects of Missing Information on Discounting and Use of Presented Information. <i>Journal of Consumer Research</i> , 1991 , 17, 477	6.3	134
50	A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and for Money. <i>Journal of Consumer Research</i> , 2010 , 37, 108-128	6.3	122
49	As Time Goes By: Do Cold Feet Follow Warm Intentions for Really New versus Incrementally New Products?. <i>Journal of Marketing Research</i> , 2008 , 45, 307-319	5.2	113
48	Context Effects on Judgment under Uncertainty. <i>Journal of Consumer Research</i> , 1984 , 11, 668	6.3	111
47	Unobserved Heterogeneity as an Alternative Explanation for Reversal Effects in Behavioral Research. <i>Journal of Consumer Research</i> , 2000 , 27, 324-344	6.3	93
46	Capturing and Creating Public Opinion in Survey Research. <i>Journal of Consumer Research</i> , 1993 , 20, 316	6.3	86
45	The Role of External Validity in Theoretical Research. <i>Journal of Consumer Research</i> , 1983 , 10, 109	6.3	83
44	When do you Want It? Time, Decisions, and Public Policy. <i>Journal of Public Policy and Marketing</i> , 2006 , 25, 67-78	3.8	81
43	Six of one, half dozen of the other: expanding and contracting numerical dimensions produces preference reversals. <i>Psychological Science</i> , 2009 , 20, 1074-8	7.9	72
42	Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective. <i>Journal of Marketing Research</i> , 1985 , 22, 1-19	5.2	66
41	Median splits, Type II errors, and false positive consumer psychology: Don't fight the power. <i>Journal of Consumer Psychology</i> , 2015 , 25, 679-689	3.1	62
40	Effects of cue consistency and value on base-rate utilization.. <i>Journal of Personality and Social Psychology</i> , 1989 , 56, 170-181	6.5	58
39	Reflections on the replication corner: In praise of conceptual replications. <i>International Journal of Research in Marketing</i> , 2015 , 32, 333-342	5.5	57
38	Construing Consumer Decision Making. <i>Journal of Consumer Psychology</i> , 2007 , 17, 107-112	3.1	55
37	Knowledge creation in consumer research: Multiple routes, multiple criteria. <i>Journal of Consumer Psychology</i> , 2012 , 22, 473-485	3.1	52

36	Learning by Collaborative and Individual-Based Recommendation Agents. <i>Journal of Consumer Psychology</i> , 2004 , 14, 81-95	3.1	52
35	Advertising effects on consumer welfare: Prices paid and liking for brands selected. <i>Marketing Letters</i> , 1996 , 7, 19-29	2.3	51
34	Squeezed: Coping with Constraint through Efficiency and Prioritization. <i>Journal of Consumer Research</i> , 2015 , 41, 1204-1227	6.3	50
33	Accessibility-Diagnosticity and the Multiple Pathway Anchoring and Adjustment Model. <i>Journal of Consumer Research</i> , 2006 , 33, 25-27	6.3	46
32	Creating Boundary-Breaking, Marketing-Relevant Consumer Research. <i>Journal of Marketing</i> , 2020 , 84, 1-23	11	43
31	Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective. <i>Journal of Marketing Research</i> , 1985 , 22, 1	5.2	41
30	Special Issue Editors' Statement: Helping Consumers Help Themselves. <i>Journal of Public Policy and Marketing</i> , 2006 , 25, 1-7	3.8	37
29	Introduction to the Journal of Marketing Research Special Interdisciplinary Issue on Consumer Financial Decision Making. <i>Journal of Marketing Research</i> , 2011 , 48, Siv-Sviii	5.2	36
28	Regulatory Measurement and Evaluation of Telephone Service Quality. <i>Management Science</i> , 1994 , 40, 169-194	3.9	34
27	The use of subjective expected utility theory as an aid to understanding variables that influence helping behavior.. <i>Journal of Personality and Social Psychology</i> , 1978 , 36, 1138-1151	6.5	31
26	Why additive utility models fail as descriptions of choice behavior. <i>Journal of Experimental Social Psychology</i> , 1979 , 15, 397-417	2.6	29
25	Pardon the Interruption: Goal Proximity, Perceived Spare Time, and Impatience. <i>Journal of Consumer Research</i> , 2015 , 41, 1267-1283	6.3	28
24	On a Need-to-Know Basis: How the Distribution of Responsibility Between Couples Shapes Financial Literacy and Financial Outcomes. <i>Journal of Consumer Research</i> , 2019 , 45, 1013-1036	6.3	28
23	Reconsider Baron et Kenny: mythes et vrités propos de l'analyse de médiation. <i>Recherche Et Applications En Marketing</i> , 2011 , 26, 81-95	0.4	27
22	Hypothesized and Confounded Explanations in Theory Tests: A Bayesian Analysis. <i>Journal of Consumer Research</i> , 1992 , 19, 139	6.3	27
21	Expense Neglect in Forecasting Personal Finances. <i>Journal of Marketing Research</i> , 2016 , 53, 535-550	5.2	26
20	How to Attract Customers by Giving Them the Short End of the Stick. <i>Journal of Marketing Research</i> , 2007 , 44, 128-141	5.2	26
19	A Bayesian Analysis of the Information Value of Manipulation and Confounding Checks in Theory Tests. <i>Journal of Consumer Research</i> , 1995 , 21, 581	6.3	23

18	Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility. <i>Marketing Letters</i> , 1997 , 8, 323-334	2.3	21
17	The effects of the online and offline purchase environment on consumer choice of familiar and unfamiliar brands. <i>International Journal of Research in Marketing</i> , 2016 , 33, 702-705	5.5	15
16	Behaviorally informed policies for household financial decisionmaking. <i>Behavioral Science and Policy</i> , 2017 , 3, 26-40	2.8	12
15	The measurement and encouragement of telephone service quality. <i>Telecommunications Policy</i> , 1992 , 16, 210-224	4	10
14	Escaping merger and acquisition madness. <i>Strategy and Leadership</i> , 2002 , 30, 5-12	0.5	9
13	Individuals Exhibit the Planning Fallacy for Time But Not for Money. <i>SSRN Electronic Journal</i> , 2010 ,	1	8
12	Question-based innovations in strategy research methods. <i>Strategic Management Journal</i> , 2016 , 37, 3-9	5.2	8
11	Business journals combat coercive citation. <i>Science</i> , 2012 , 335, 1169	33.3	7
10	The past, present, and future of measurement and methods in marketing analysis. <i>Marketing Letters</i> , 2020 , 31, 175-186	2.3	5
9	Achat interactif à domicile : Quels avantages pour les consommateurs, les distributeurs et les producteurs présents sur le marché électronique?. <i>Recherche Et Applications En Marketing</i> , 1998 , 13, 79-102	0.4	4
8	Mission Creep, Mission Impossible, or Mission of Honor? Consumer Behavior BDT Research in an Internet Age. <i>Journal of Marketing Behavior</i> , 2015 , 1, 37-52	0.5	3
7	Intercultural competence and customer facial recognition. <i>Journal of Services Marketing</i> , 2018 , 32, 570-580	5.0	2
6	Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity. <i>SSRN Electronic Journal</i> , 2002 ,	1	2
5	Median Splits, Type II Errors, and False Positive Consumer Psychology: Don't Fight the Power. <i>SSRN Electronic Journal</i> , 2015 ,	1	1
4	Reflections on the Replication Corner: In Praise of Conceptual Replications. <i>SSRN Electronic Journal</i> , 2015 ,	1	1
3	On a Need-to-Know Basis: Divergent Trajectories of Financial Expertise in Couples and Effects on Independent Search and Decision Making. <i>SSRN Electronic Journal</i> ,	1	1
2	Research Dialogue. <i>Journal of Consumer Psychology</i> , 2006 , 16, 203-204	3.1	
1	Validity and the Research Process. <i>Journal of Marketing Research</i> , 1986 , 23, 394	5.2	

