

# John G Lynch Jr

## List of Publications by Year in descending order

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Version: 2024-02-01

79  
papers

21,312  
citations

61857

43  
h-index

79541

73  
g-index

80  
all docs

80  
docs citations

80  
times ranked

13434  
citing authors

#	ARTICLE	IF	CITATIONS
1	Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. <i>Journal of Consumer Research</i> , 2010, 37, 197-206.	3.5	7,716
2	Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior.. <i>Journal of Applied Psychology</i> , 1988, 73, 421-435.	4.2	1,690
3	Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. <i>Journal of Marketing</i> , 1997, 61, 38-53.	7.0	1,375
4	Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression. <i>Journal of Marketing Research</i> , 2013, 50, 277-288.	3.0	1,299
5	Financial Literacy, Financial Education, and Downstream Financial Behaviors. <i>Management Science</i> , 2014, 60, 1861-1883.	2.4	1,208
6	Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. <i>Journal of Marketing</i> , 1997, 61, 38.	7.0	961
7	Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution. <i>Marketing Science</i> , 2000, 19, 83-103.	2.7	713
8	Memory and Attentional Factors in Consumer Choice: Concepts and Research Methods. <i>Journal of Consumer Research</i> , 1982, 9, 18.	3.5	508
9	Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations. <i>Journal of Consumer Research</i> , 1988, 15, 169.	3.5	414
10	On the External Validity of Experiments in Consumer Research. <i>Journal of Consumer Research</i> , 1982, 9, 225.	3.5	357
11	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.	3.5	333
12	Resource Slack and Propensity to Discount Delayed Investments of Time Versus Money.. <i>Journal of Experimental Psychology: General</i> , 2005, 134, 23-37.	1.5	300
13	Communication Effects of Advertising Versus Direct Experience When Both Search and Experience Attributes are Present. <i>Journal of Consumer Research</i> , 1995, 21, 708.	3.5	286
14	Error Detection by Industry-Specialized Teams during Sequential Audit Review. <i>Journal of Accounting Research</i> , 2002, 40, 883-900.	2.5	284
15	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.	3.5	205
16	Prior Knowledge and Complacency in New Product Learning. <i>Journal of Consumer Research</i> , 2002, 29, 416-426.	3.5	197
17	Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity. <i>Journal of Consumer Research</i> , 2003, 30, 56-71.	3.5	194
18	Theory and External Validity. <i>Journal of the Academy of Marketing Science</i> , 1999, 27, 367-376.	7.2	193

#	ARTICLE	IF	CITATIONS
19	The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?. <i>Marketing Letters</i> , 2005, 16, 347-360.	1.9	185
20	Toward a Reconciliation of Market Power and Information Theories of Advertising Effects on Price Elasticity. <i>Journal of Consumer Research</i> , 1995, 21, 644.	3.5	177
21	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.	3.5	169
22	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.	3.5	154
23	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.	3.0	146
24	Context Effects on Judgment under Uncertainty. <i>Journal of Consumer Research</i> , 1984, 11, 668.	3.5	130
25	Unobserved Heterogeneity as an Alternative Explanation for "Reversal" Effects in Behavioral Research. <i>Journal of Consumer Research</i> , 2000, 27, 324-344.	3.5	117
26	Capturing and Creating Public Opinion in Survey Research. <i>Journal of Consumer Research</i> , 1993, 20, 316.	3.5	112
27	Six of One, Half Dozen of the Other. <i>Psychological Science</i> , 2009, 20, 1074-1078.	1.8	107
28	The Role of External Validity in Theoretical Research. <i>Journal of Consumer Research</i> , 1983, 10, 109.	3.5	102
29	When do you Want It? Time, Decisions, and Public Policy. <i>Journal of Public Policy and Marketing</i> , 2006, 25, 67-78.	2.2	101
30	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.	3.2	93
31	Creating Boundary-Breaking, Marketing-Relevant Consumer Research. <i>Journal of Marketing</i> , 2020, 84, 1-23.	7.0	93
32	Knowledge creation in consumer research: Multiple routes, multiple criteria. <i>Journal of Consumer Psychology</i> , 2012, 22, 473-485.	3.2	86
33	Squeezed: Coping with Constraint through Efficiency and Prioritization. <i>Journal of Consumer Research</i> , 2015, 41, 1204-1227.	3.5	84
34	Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective. <i>Journal of Marketing Research</i> , 1985, 22, 1-19.	3.0	83
35	Reflections on the replication corner: In praise of conceptual replications. <i>International Journal of Research in Marketing</i> , 2015, 32, 333-342.	2.4	79
36	Construing Consumer Decision Making. <i>Journal of Consumer Psychology</i> , 2007, 17, 107-112.	3.2	70

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37	Effects of cue consistency and value on base-rate utilization.. Journal of Personality and Social Psychology, 1989, 56, 170-181.	2.6	70
38	On a Need-to-Know Basis: How the Distribution of Responsibility Between Couples Shapes Financial Literacy and Financial Outcomes. Journal of Consumer Research, 2019, 45, 1013-1036.	3.5	64
39	Learning by Collaborative and Individual-Based Recommendation Agents. Journal of Consumer Psychology, 2004, 14, 81-95.	3.2	61
40	Accessibilityâ€œDiagnosticity and the Multiple Pathway Anchoring and Adjustment Model. Journal of Consumer Research, 2006, 33, 25-27.	3.5	61
41	Advertising effects on consumer welfare: Prices paid and liking for brands selected. Marketing Letters, 1996, 7, 19-29.	1.9	59
42	Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective. Journal of Marketing Research, 1985, 22, 1.	3.0	56
43	Introduction to the Journal of Marketing Research Special Interdisciplinary Issue on Consumer Financial Decision Making. Journal of Marketing Research, 2011, 48, Siv-Sviii.	3.0	53
44	Special Issue Editors' Statement: Helping Consumers Help Themselves. Journal of Public Policy and Marketing, 2006, 25, 1-7.	2.2	45
45	Pardon the Interruption: Goal Proximity, Perceived Spare Time, and Impatience. Journal of Consumer Research, 2015, 41, 1267-1283.	3.5	41
46	Regulatory Measurement and Evaluation of Telephone Service Quality. Management Science, 1994, 40, 169-194.	2.4	39
47	The use of subjective expected utility theory as an aid to understanding variables that influence helping behavior.. Journal of Personality and Social Psychology, 1978, 36, 1138-1151.	2.6	38
48	Expense Neglect in Forecasting Personal Finances. Journal of Marketing Research, 2016, 53, 535-550.	3.0	37
49	Hypothesized and Confounded Explanations in Theory Tests: A Bayesian Analysis. Journal of Consumer Research, 1992, 19, 139.	3.5	35
50	Why additive utility models fail as descriptions of choice behavior. Journal of Experimental Social Psychology, 1979, 15, 397-417.	1.3	34
51	Reconsiderer Baron et Kenny: mythes et vÃ©ritÃ©s Ã propos de l'analyse de mÃ©diation. Recherche Et Applications En Marketing, 2011, 26, 81-95.	0.2	33
52	How to Attract Customers by Giving Them the Short End of the Stick. Journal of Marketing Research, 2007, 44, 128-141.	3.0	32
53	A Bayesian Analysis of the Information Value of Manipulation and Confounding Checks in Theory Tests. Journal of Consumer Research, 1995, 21, 581.	3.5	29
54	Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility. Marketing Letters, 1997, 8, 323-334.	1.9	27

#	ARTICLE	IF	CITATIONS
55	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.	2.4	26
56	Behaviorally informed policies for household financial decisionmaking. <i>Behavioral Science and Policy</i> , 2017, 3, 26-40.	1.8	15
57	The past, present, and future of measurement and methods in marketing analysis. <i>Marketing Letters</i> , 2020, 31, 175-186.	1.9	15
58	Escaping merger and acquisition madness. <i>Strategy and Leadership</i> , 2002, 30, 5-12.	0.3	14
59	The measurement and encouragement of telephone service quality. <i>Telecommunications Policy</i> , 1992, 16, 210-224.	2.6	13
60	Wine Online: Search Costs and Competition on Price, Quality, and Distribution. <i>SSRN Electronic Journal</i> , 2001, , .	0.4	12
61	Questionâ€based innovations in strategy research methods. <i>Strategic Management Journal</i> , 2016, 37, 3-9.	4.7	12
62	Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity. <i>SSRN Electronic Journal</i> , 2002, , .	0.4	11
63	Individuals Exhibit the Planning Fallacy for Time But Not for Money. <i>SSRN Electronic Journal</i> , 2010, , .	0.4	10
64	Business Journals Combat Coercive Citation. <i>Science</i> , 2012, 335, 1169-1169.	6.0	9
65	Achat interactif Ã domicile : Quels avantages pour les consommateurs, les distributeurs et les producteurs prÃsents sur le marchÃ© Ãlectronique?. <i>Recherche Et Applications En Marketing</i> , 1998, 13, 79-102.	0.2	7
66	Editorial: Relaunching <i>Marketing Letters</i> . <i>Marketing Letters</i> , 2020, 31, 311-314.	1.9	5
67	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.	0.4	4
68	Prior Knowledge and Complacency in New Product Learning. <i>SSRN Electronic Journal</i> , 2002, , .	0.4	3
69	Intercultural competence and customer facial recognition. <i>Journal of Services Marketing</i> , 2018, 32, 570-580.	1.7	3
70	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> , 0, , .	0.4	3
71	Validity and the Research Process. <i>Journal of Marketing Research</i> , 1986, 23, 394.	3.0	2
72	Median Splits, Type II Errors, and False Positive Consumer Psychology: Don't Fight the Power. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	2

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73	Reflections on the Replication Corner: In Praise of Conceptual Replications. SSRN Electronic Journal, 2015, , .	0.4	2
74	How to Attract Customers by Giving Them the Short End of the Stick. SSRN Electronic Journal, 2005, , .	0.4	1
75	Tis Not, Tis Not Tis So, Tis So: Rebuttal of Rebuttal by Iacobucci, Posavac, Kardes, Schneider, and Popovich (2015) on the Appropriateness of Median Splits. SSRN Electronic Journal, 0, , .	0.4	1
76	Corrections to Lynch and Cohen.. Journal of Personality and Social Psychology, 1979, 37, 233-233.	2.6	0
77	Research Dialogue. Journal of Consumer Psychology, 2006, 16, 203-204.	3.2	0
78	The Effects of the Online and Offline Purchase Environment on Consumer Choice of Familiar and Unfamiliar Brands. SSRN Electronic Journal, 0, , .	0.4	0
79	Expense Neglect Bias in Forecasting Personal Finances. SSRN Electronic Journal, 0, , .	0.4	0