

# Karen Page Winterich

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4402022/publications.pdf>

Version: 2024-02-01

42  
papers

3,866  
citations

201385

27  
h-index

329751

37  
g-index

42  
all docs

42  
docs citations

42  
times ranked

2736  
citing authors

#	ARTICLE	IF	CITATIONS
1	Seeing the world through GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products. <i>Journal of Consumer Psychology</i> , 2014, 24, 336-354.	3.2	533
2	“My”-Brand or “Our”-Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations. <i>Journal of Consumer Research</i> , 2007, 34, 248-259.	3.5	420
3	Donation Behavior toward In-Groups and Out-Groups: The Role of Gender and Moral Identity. <i>Journal of Consumer Research</i> , 2009, 36, 199-214.	3.5	309
4	When Does Recognition Increase Charitable Behavior? Toward a Moral Identity-Based Model. <i>Journal of Marketing</i> , 2013, 77, 121-134.	7.0	183
5	Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation versus Discount Promotions. <i>Journal of Marketing Research</i> , 2011, 48, 855-868.	3.0	181
6	Helpful Hopefulness: The Effect of Future Positive Emotions on Consumption. <i>Journal of Consumer Research</i> , 2011, 38, 505-524.	3.5	178
7	Accepting Inequality Deters Responsibility: How Power Distance Decreases Charitable Behavior. <i>Journal of Consumer Research</i> , 2014, 41, 274-293.	3.5	166
8	Power Distance Belief and Impulsive Buying. <i>Journal of Marketing Research</i> , 2010, 47, 945-954.	3.0	164
9	When moral identity symbolization motivates prosocial behavior: The role of recognition and moral identity internalization.. <i>Journal of Applied Psychology</i> , 2013, 98, 759-770.	4.2	155
10	I'm Moral, but I Won't Help You: The Distinct Roles of Empathy and Justice in Donations. <i>Journal of Consumer Research</i> , 2014, 41, 678-696.	3.5	149
11	How political identity and charity positioning increase donations: Insights from Moral Foundations Theory. <i>International Journal of Research in Marketing</i> , 2012, 29, 346-354.	2.4	146
12	Knowing What It Makes: How Product Transformation Salience Increases Recycling. <i>Journal of Marketing</i> , 2019, 83, 21-37.	7.0	119
13	Do logo redesigns help or hurt your brand? The role of brand commitment. <i>Journal of Product and Brand Management</i> , 2010, 19, 76-84.	2.6	114
14	Can Brands Move in from the Outside? How Moral Identity Enhances Out-Group Brand Attitudes. <i>Journal of Marketing</i> , 2013, 77, 96-111.	7.0	110
15	When Celebrities Count: Power Distance Beliefs and Celebrity Endorsements. <i>Journal of Marketing</i> , 2018, 82, 70-86.	7.0	91
16	All That Glitters Is Not Gold: How Others'™ Status Influences the Effect of Power Distance Belief on Status Consumption. <i>Journal of Consumer Research</i> , 2016, 43, 265-281.	3.5	83
17	Save Like the Joneses. <i>Journal of Service Research</i> , 2015, 18, 384-404.	7.8	78
18	Sustainable Retailing. <i>Journal of Retailing</i> , 2021, 97, 62-80.	4.0	77

#	ARTICLE	IF	CITATIONS
19	When Value Trumps Health in a Supersized World. <i>Journal of Marketing</i> , 2013, 77, 48-64.	7.0	72
20	Tis better to give than receive? How and when gender and residenceâ€based segments predict choice of donationâ€versus discountâ€based promotions. <i>Journal of Consumer Psychology</i> , 2015, 25, 622-634.	3.2	62
21	To Profit or Not to Profit? The Role of Greed Perceptions in Consumer Support for Social Ventures. <i>Journal of Consumer Research</i> , 2017, 44, 853-876.	3.5	62
22	Conforming conservatives: How salient social identities can increase donations. <i>Journal of Consumer Psychology</i> , 2017, 27, 422-434.	3.2	56
23	A Framework for the Consumer Psychology of Morality in the Marketplace. <i>Journal of Consumer Psychology</i> , 2018, 28, 167-179.	3.2	52
24	Now That Iâ€™m Sad, Itâ€™s Hard to Be Mad: The Role of Cognitive Appraisals in Emotional Blunting. <i>Personality and Social Psychology Bulletin</i> , 2010, 36, 1467-1483.	1.9	46
25	How reâ€designing angular logos to be rounded shapes brand attitude: consumer brand commitment and selfâ€construal. <i>Journal of Consumer Marketing</i> , 2011, 28, 438-447.	1.2	39
26	Keeping the Memory but Not the Possession: Memory Preservation Mitigates Identity Loss from Product Disposition. <i>Journal of Marketing</i> , 2017, 81, 104-120.	7.0	39
27	Protect thyself: How affective self-protection increases self-interested, unethical behavior. <i>Organizational Behavior and Human Decision Processes</i> , 2014, 125, 151-161.	1.4	33
28	How Do Consumers React to Company Moral Transgressions? The Role of Power Distance Belief and Empathy for Victims. <i>Journal of Consumer Research</i> , 2021, 48, 77-101.	3.5	30
29	Did They Earn It? Observing Unearned Luxury Consumption Decreases Brand Attitude When Observers Value Fairness. <i>Journal of Consumer Psychology</i> , 2018, 28, 412-436.	3.2	28
30	Not all negative emotions lead to concrete construal. <i>International Journal of Research in Marketing</i> , 2015, 32, 428-430.	2.4	23
31	Disgusted or Happy, It is not so Bad: Emotional Mini-Max in Unethical Judgments. <i>Journal of Business Ethics</i> , 2015, 130, 343-360.	3.7	18
32	When deal depth doesn't matter: How handedness consistency influences consumer response to horizontal versus vertical price comparisons. <i>Marketing Letters</i> , 2015, 26, 213-223.	1.9	11
33	Disposing of the self: the role of attachment in the disposition process. <i>Current Opinion in Psychology</i> , 2021, 39, 43-47.	2.5	11
34	Understanding How Sustainability Initiatives Fail: A Framework to Aid Design of Effective Interventions. <i>Social Marketing Quarterly</i> , 2020, 26, 309-324.	0.9	8
35	Helpful Hopefulness: The Effect of Future Positive Emotions on Consumption. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5
36	Turning unplanned overpayment into a status signal: how mentioning the price paid repairs satisfaction. <i>Marketing Letters</i> , 2017, 28, 71-83.	1.9	5

#	ARTICLE	IF	CITATIONS
37	The Price Entitlement Effect: When and Why High Price Entitles Consumers to Purchase Socially Costly Products. <i>Journal of Marketing Research</i> , 2022, 59, 1141-1160.	3.0	4
38	Moral and Political Identity. , 2015, , 589-618.		2
39	Does Green Make You Greedy or Does it Make You Go Green? The Influence of Green Color Primes on Consumersâ€™™ Promotion Preferences. <i>Customer Needs and Solutions</i> , 2016, 3, 3-10.	0.5	2
40	Friends and Family: How In-Group-Focused Promotions Can Increase Purchase. <i>Customer Needs and Solutions</i> , 2014, 1, 333-344.	0.5	1
41	Sustainable Retailing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
42	Social-Spatial Effects in Pricing: When and How Vertical Orientations Shape Processing of Price Comparisons. <i>Customer Needs and Solutions</i> , 2018, 5, 137-145.	0.5	0