

# Sharon Shavitt

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/503531/publications.pdf>

Version: 2024-02-01

52  
papers

4,684  
citations

186265

28  
h-index

189892

50  
g-index

54  
all docs

54  
docs citations

54  
times ranked

3639  
citing authors

#	ARTICLE	IF	CITATIONS
1	Persuasion and Culture: Advertising Appeals in Individualistic and Collectivistic Societies. <i>Journal of Experimental Social Psychology</i> , 1994, 30, 326-350.	2.2	551
2	The Relation Between Culture and Response Styles. <i>Journal of Cross-Cultural Psychology</i> , 2005, 36, 264-277.	1.6	503
3	The role of attitude objects in attitude functions. <i>Journal of Experimental Social Psychology</i> , 1990, 26, 124-148.	2.2	379
4	Getting too personal: Reactance to highly personalized email solicitations. <i>Marketing Letters</i> , 2008, 19, 39-50.	2.9	256
5	What is the relation between cultural orientation and socially desirable responding?. <i>Journal of Personality and Social Psychology</i> , 2006, 90, 165-178.	2.8	251
6	The Horizontal/Vertical Distinction in Cross-Cultural Consumer Research. <i>Journal of Consumer Psychology</i> , 2006, 16, 325-342.	4.5	205
7	Attitudes and Attitude Change. <i>Annual Review of Psychology</i> , 2018, 69, 299-327.	17.7	202
8	Issues and New Directions in Global Consumer Psychology. <i>Journal of Consumer Psychology</i> , 2000, 9, 59-66.	4.5	193
9	Culture and concepts of power.. <i>Journal of Personality and Social Psychology</i> , 2010, 99, 703-723.	2.8	182
10	Survey of Internet users' attitudes toward Internet advertising. <i>Journal of Interactive Marketing</i> , 1999, 13, 34-54.	6.2	176
11	Cultural Values in Advertisements to the Chinese X-Generation--Promoting Modernity and Individualism. <i>Journal of Advertising</i> , 2003, 32, 23-33.	6.6	157
12	You Get What You Pay For? Self-Construal Influences Price-Quality Judgments. <i>Journal of Consumer Research</i> , 2013, 40, 255-267.	5.1	154
13	Horizontal and Vertical Individualism and Achievement Values. <i>Journal of Cross-Cultural Psychology</i> , 2002, 33, 439-458.	1.6	151
14	Preferences don't have to be personal: Expanding attitude theorizing with a cross-cultural perspective.. <i>Psychological Review</i> , 2014, 121, 619-648.	3.8	116
15	The "I claim to be": Cultural self-construal elicits self-presentational goal pursuit.. <i>Journal of Personality and Social Psychology</i> , 2009, 97, 88-102.	2.8	111
16	Female hurricanes are deadlier than male hurricanes. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2014, 111, 8782-8787.	7.1	101
17	Culture and the Consumer Journey. <i>Journal of Retailing</i> , 2020, 96, 40-54.	6.2	87
18	Evidence for Predicting the Effectiveness of value-Expressive versus Utilitarian Appeals: A Reply to Johar and Sirgy. <i>Journal of Advertising</i> , 1992, 21, 47-51.	6.6	80

#	ARTICLE	IF	CITATIONS
19	Identity-based motivation: Constraints and opportunities in consumer research. <i>Journal of Consumer Psychology</i> , 2009, 19, 261-266.	4.5	76
20	Improving Medical Decision Making and Health Promotion through Culture-Sensitive Health Communication. <i>Medical Decision Making</i> , 2016, 36, 811-833.	2.4	70
21	Culture Moderates the Relation Between Perceived Stress, Social Support, and Mental and Physical Health. <i>Journal of Cross-Cultural Psychology</i> , 2016, 47, 956-980.	1.6	68
22	Effects of Attribute Salience on the Consistency between Attitudes and Behavior Predictions. <i>Personality and Social Psychology Bulletin</i> , 1991, 17, 507-516.	3.0	66
23	The Use of Cues Depends on Goals: Store Reputation Affects Product Judgments When Social Identity Goals Are Salient. <i>Journal of Consumer Psychology</i> , 2006, 16, 260-271.	4.5	58
24	Stratification and segmentation: Social class in consumer behavior. <i>Journal of Consumer Psychology</i> , 2016, 26, 583-593.	4.5	53
25	Culture and consumer behavior: the role of horizontal and vertical cultural factors. <i>Current Opinion in Psychology</i> , 2016, 8, 149-154.	4.9	47
26	Exploring the role of memory for self-selected ad experiences: Are some advertising media better liked than others?. <i>Psychology and Marketing</i> , 2004, 21, 1011-1032.	8.2	38
27	The impact of power on information processing depends on cultural orientation. <i>Journal of Experimental Social Psychology</i> , 2011, 47, 959-967.	2.2	36
28	Anticipating Discussion about a Product: Rehearsing What to Say Can Affect Your Judgments. <i>Journal of Consumer Research</i> , 2002, 29, 101-115.	5.1	33
29	Impression management in survey responding: Easier for collectivists or individualists?. <i>Journal of Consumer Psychology</i> , 2011, 21, 157-168.	4.5	29
30	Reflections on the Meaning and Structure of the Horizontal/Vertical Distinction. <i>Journal of Consumer Psychology</i> , 2006, 16, 357-362.	4.5	28
31	Response Latency Verification of Consumption Constellations: Implications for Advertising Strategy. <i>Journal of Advertising</i> , 2001, 30, 29-39.	6.6	23
32	The effect of perceived message choice on persuasion. <i>Journal of Consumer Psychology</i> , 2009, 19, 290-301.	4.5	22
33	Can McDonald's Food Ever be Considered Healthful? Metacognitive Experiences Affect the Perceived Understanding of a Brand. <i>Journal of Marketing Research</i> , 2009, 46, 222-233.	4.8	21
34	Illusory correlation in the perception of performance by self or a salient other. <i>Journal of Experimental Social Psychology</i> , 1987, 23, 518-543.	2.2	20
35	Horizontal and Vertical Cultural Differences in the Content of Advertising Appeals. <i>Journal of International Consumer Marketing</i> , 2011, 23, 297-310.	3.7	20
36	The Role of Personal Relevance in the Formation of Distinctiveness-Based Illusory Correlations. <i>Personality and Social Psychology Bulletin</i> , 1991, 17, 124-132.	3.0	18

#	ARTICLE	IF	CITATIONS
37	Effects of an Approaching Group Discussion on Product Responses. <i>Journal of Consumer Psychology</i> , 1999, 8, 377-406.	4.5	18
38	Attitude Functions in Advertising. <i>Journal of Consumer Psychology</i> , 1992, 1, 337-364.	4.5	16
39	Diversity and Stigmatized Identity in the Marketplace: Introduction to Research Dialogue. <i>Journal of Consumer Psychology</i> , 2019, 29, 128-129.	4.5	10
40	Delayed Recall of Copytest Responses: The Temporal Stability of Listed Thoughts. <i>Journal of Advertising</i> , 1990, 19, 6-17.	6.6	9
41	Reply to Christensen and Christensen and to Malter: Pitfalls of erroneous analyses of hurricanes names. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2014, 111, E3499-500.	7.1	9
42	The Interaction of Endorser Attractiveness and Involvement in Persuasion Depends on the Goal That Guides Message Processing. <i>Journal of Consumer Psychology</i> , 1994, 3, 137-162.	4.5	9
43	Engaging in a culturally mismatched thinking style increases the preference for familiar consumer options for analytic but not holistic thinkers. <i>International Journal of Research in Marketing</i> , 2020, 37, 837-852.	4.2	8
44	Buying gifts for multiple recipients: How culture affects whose desires are prioritized. <i>Journal of Business Research</i> , 2021, 132, 10-20.	10.2	6
45	Broadening the Conditions for Illusory Correlation Formation: Implications for Judging Minority Groups. <i>Basic and Applied Social Psychology</i> , 1999, 21, 263-279.	2.1	5
46	Reply to Maley: Yes, appropriate modeling of fatality counts confirms female hurricanes are deadlier. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2014, 111, E3835.	7.1	4
47	Reply to Bakkensen and Larson: Population may matter but does not alter conclusions. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2014, 111, E5333-E5333.	7.1	2
48	Normative tightness&looseness: A research dialogue. <i>Journal of Consumer Psychology</i> , 2017, 27, 375-376.	4.5	1
49	A New Version of Loss Aversion: Introduction to Research Dialogue. <i>Journal of Consumer Psychology</i> , 2018, 28, 495-496.	4.5	1
50	Consumer Involvement: Concepts and Research. <i>Journal of Marketing Research</i> , 1996, 33, 115.	4.8	0
51	Research Dialogue. <i>Journal of Consumer Psychology</i> , 2006, 16, 203-204.	4.5	0
52	Personal Values Affect Consumers' Behavior, Don't They?. <i>PsycCritiques</i> , 1985, 30, 968-969.	0.0	0