

Richard P Bagozzi

List of Publications by Year in descending order

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178
papers

77,016
citations

7565

78
h-index

3947

177
g-index

184
all docs

184
docs citations

184
times ranked

37962
citing authors

#	ARTICLE	IF	CITATIONS
1	On the evaluation of structural equation models. <i>Journal of the Academy of Marketing Science</i> , 1988, 16, 74-94.	11.5	17,832
2	User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. <i>Management Science</i> , 1989, 35, 982-1003.	4.2	16,750
3	Assessing Construct Validity in Organizational Research. <i>Administrative Science Quarterly</i> , 1991, 36, 421.	7.5	4,746
4	Specification, evaluation, and interpretation of structural equation models. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 8-34.	11.5	2,562
5	The Role of Emotions in Marketing. <i>Journal of the Academy of Marketing Science</i> , 1999, 27, 184-206.	11.5	2,145
6	A social influence model of consumer participation in network- and small-group-based virtual communities. <i>International Journal of Research in Marketing</i> , 2004, 21, 241-263.	4.6	1,694
7	Representing and Testing Organizational Theories: A Holistic Construal. <i>Administrative Science Quarterly</i> , 1982, 27, 459.	7.5	1,547
8	The Self-Regulation of Attitudes, Intentions, and Behavior. <i>Social Psychology Quarterly</i> , 1992, 55, 178.	2.1	1,530
9	On the nature and direction of relationships between constructs and measures.. <i>Psychological Methods</i> , 2000, 5, 155-174.	3.3	1,307
10	The role of desires and anticipated emotions in goal-directed behaviours: Broadening and deepening the theory of planned behaviour. <i>British Journal of Social Psychology</i> , 2001, 40, 79-98.	2.9	1,291
11	An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 184-201.	11.5	1,268
12	Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization. <i>British Journal of Social Psychology</i> , 2000, 39, 555-577.	2.9	1,245
13	A general approach to representing multifaceted personality constructs: Application to state self-esteem. <i>Structural Equation Modeling</i> , 1994, 1, 35-67.	3.8	1,218
14	Brand Love. <i>Journal of Marketing</i> , 2012, 76, 1-16.	13.2	1,161
15	Antecedents and purchase consequences of customer participation in small group brand communities. <i>International Journal of Research in Marketing</i> , 2006, 23, 45-61.	4.6	979
16	A General Approach for Representing Constructs in Organizational Research. <i>Organizational Research Methods</i> , 1998, 1, 45-87.	9.7	941
17	Marketing as Exchange. <i>Journal of Marketing</i> , 1975, 39, 32.	13.2	892
18	Attitudes, intentions, and behavior: A test of some key hypotheses.. <i>Journal of Personality and Social Psychology</i> , 1981, 41, 607-627.	2.5	649

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19	Trying to Consume. <i>Journal of Consumer Research</i> , 1990, 17, 127.	5.5	615
20	Multitrait-Multimethod Matrices in Consumer Research. <i>Journal of Consumer Research</i> , 1991, 17, 426.	5.5	568
21	Open Source Software User Communities: A Study of Participation in Linux User Groups. <i>Management Science</i> , 2006, 52, 1099-1115.	4.2	560
22	Trying to prosume: toward a theory of consumers as co-creators of value. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 109-122.	11.5	489
23	Goal-directed Emotions. <i>Cognition and Emotion</i> , 1998, 12, 1-26.	2.1	470
24	Reflections on Relationship Marketing in Consumer Markets. <i>Journal of the Academy of Marketing Science</i> , 1995, 23, 272-277.	11.5	423
25	Goal Setting and Goal Striving in Consumer Behavior. <i>Journal of Marketing</i> , 1999, 63, 19-32.	13.2	412
26	Assessing method variance in multitrait-multimethod matrices: The case of self-reported affect and perceptions at work.. <i>Journal of Applied Psychology</i> , 1990, 75, 547-560.	4.8	409
27	The Role of Culture and Gender in the Relationship between Positive and Negative Affect. <i>Cognition and Emotion</i> , 1999, 13, 641-672.	2.1	387
28	A comparison of leading theories for the prediction of goal-directed behaviours. <i>British Journal of Social Psychology</i> , 1995, 34, 437-461.	2.9	378
29	Goal Setting and Goal Striving in Consumer Behavior. <i>Journal of Marketing</i> , 1999, 63, 19.	13.2	374
30	On the Use of Structural Equation Models in Experimental Designs. <i>Journal of Marketing Research</i> , 1989, 26, 271-284.	4.9	373
31	The distinction between desires and intentions. <i>European Journal of Social Psychology</i> , 2004, 34, 69-84.	2.2	358
32	Consumer response to corporate irresponsible behavior: Moral emotions and virtues. <i>Journal of Business Research</i> , 2013, 66, 1814-1821.	10.6	332
33	Multiple Routes for Social Influence: The Role of Compliance, Internalization, and Social Identity. <i>Social Psychology Quarterly</i> , 2002, 65, 226.	2.1	302
34	How effortful decisions get enacted: the motivating role of decision processes, desires, and anticipated emotions. <i>Journal of Behavioral Decision Making</i> , 2003, 16, 273-295.	1.9	300
35	Cultural and Situational Contingencies and the Theory of Reasoned Action: Application to Fast Food Restaurant Consumption. <i>Journal of Consumer Psychology</i> , 2000, 9, 97-106.	5.2	298
36	Future-oriented emotions: conceptualization and behavioral effects. <i>European Journal of Social Psychology</i> , 2008, 38, 685-696.	2.2	292

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37	An Examination Of The Validity Of Two Models Of Attitude. <i>Multivariate Behavioral Research</i> , 1981, 16, 323-359.	3.4	281
38	On the Use of Structural Equation Models in Experimental Designs. <i>Journal of Marketing Research</i> , 1989, 26, 271.	4.9	254
39	Marketing as an Organized Behavioral System of Exchange. <i>Journal of Marketing</i> , 1974, 38, 77.	13.2	247
40	Explaining Consumer Reactions to Corporate Social Responsibility: The Role of Gratitude and Altruistic Values. <i>Journal of Business Ethics</i> , 2013, 114, 193-206.	6.2	238
41	Global mind-sets and cognitive shift in a complex multinational corporation. <i>Strategic Management Journal</i> , 1998, 19, 97-114.	7.6	236
42	Brand hate. <i>Journal of Product and Brand Management</i> , 2016, 25, 11-25.	4.7	229
43	The role of moral emotions and individual differences in consumer responses to corporate green and non-green actions. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 333-356.	11.5	226
44	Brand love: development and validation of a practical scale. <i>Marketing Letters</i> , 2017, 28, 1-14.	3.0	214
45	On the Concept of Intentional Social Action in Consumer Behavior: Figure 1. <i>Journal of Consumer Research</i> , 2000, 27, 388-396.	5.5	205
46	Facing Ethical Challenges in the Workplace: Conceptualizing and Measuring Professional Moral Courage. <i>Journal of Business Ethics</i> , 2009, 89, 565-579.	6.2	198
47	Salesforce Performance and Satisfaction as a Function of Individual Difference, Interpersonal, and Situational Factors. <i>Journal of Marketing Research</i> , 1978, 15, 517-531.	4.9	192
48	Representation of measurement error in marketing variables: Review of approaches and extension to three-facet designs. <i>Journal of Econometrics</i> , 1998, 89, 393-421.	7.3	189
49	Marketing as Exchange: A Theory of Transactions in the Marketplace. <i>American Behavioral Scientist</i> , 1978, 21, 535-556.	3.6	181
50	Assessing Construct Validity in Personality Research: Applications to Measures of Self-Esteem. <i>Journal of Research in Personality</i> , 1993, 27, 49-87.	1.9	177
51	Domestic food practices: A study of food management behaviors and the role of food preparation planning in reducing waste. <i>Appetite</i> , 2018, 121, 215-227.	4.0	172
52	Moral courage in the workplace: moving to and from the desire and decision to act. <i>Business Ethics</i> , 2007, 16, 132-149.	3.5	171
53	Marketing as an Organized Behavioral System of Exchange. <i>Journal of Marketing</i> , 1974, 38, 77-81.	13.2	166
54	The Role of Anticipated Emotions in Purchase Intentions. <i>Psychology and Marketing</i> , 2016, 33, 629-645.	8.6	166

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55	Theory of Mind and Empathic Explanations of Machiavellianism. <i>Journal of Management</i> , 2013, 39, 1760-1798.	9.6	165
56	Merely Being with you Increases My Attention to Luxury Products: Using EEG to Understand Consumersâ€™ Emotional Experience with Luxury Branded Products. <i>Journal of Marketing Research</i> , 2015, 52, 546-558.	4.9	162
57	A Prospectus for Theory Construction in Marketing. <i>Journal of Marketing</i> , 1984, 48, 11.	13.2	158
58	Culture moderates the self-regulation of shame and its effects on performance: The case of salespersons in the Netherlands and the Philippines.. <i>Journal of Applied Psychology</i> , 2003, 88, 219-233.	4.8	150
59	On the use of structural equation models in experimental designs: Two extensions. <i>International Journal of Research in Marketing</i> , 1991, 8, 125-140.	4.6	149
60	Canonical Correlation Analysis As A Special Case Of A Structural Relations Model. <i>Multivariate Behavioral Research</i> , 1981, 16, 437-454.	3.4	148
61	The revenge of the consumer! How brand moral violations lead to consumer anti-brand activism. <i>Journal of Brand Management</i> , 2015, 22, 658-672.	3.7	142
62	On the meaning of formative measurement and how it differs from reflective measurement: Comment on Howell, Breivik, and Wilcox (2007).. <i>Psychological Methods</i> , 2007, 12, 229-237.	3.3	140
63	The impact of corporate social responsibility on consumer brand advocacy: The role of moral emotions, attitudes, and individual differences. <i>Journal of Business Research</i> , 2019, 95, 514-530.	10.6	140
64	Effects of Customer Participation in Corporate Social Responsibility (CSR) Programs on the CSR-Brand Fit and Brand Loyalty. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 235-249.	4.0	138
65	Corporate Socially Responsible Initiatives and Their Effects on Consumption of Green Products. <i>Journal of Business Ethics</i> , 2016, 135, 253-264.	6.2	136
66	The Adaptive Consequences of Pride in Personal Selling. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 386-402.	11.5	133
67	Structural Equation Models in Experimental Research. <i>Journal of Marketing Research</i> , 1977, 14, 209-226.	4.9	131
68	Structural equation models are modelling <i>tools</i> with many ambiguities: Comments acknowledging the need for caution and humility in their use. <i>Journal of Consumer Psychology</i> , 2010, 20, 208-214.	5.2	128
69	Decisions to donate bone marrow: The role of attitudes and subjective norms across cultures. <i>Psychology and Health</i> , 2001, 16, 29-56.	2.4	126
70	Brand Coolness. <i>Journal of Marketing</i> , 2019, 83, 36-56.	13.2	126
71	Sales Call Anxiety: Exploring What it Means When Fear Rules a Sales Encounter. <i>Journal of Marketing</i> , 2000, 64, 88-101.	13.2	118
72	Customerâ€™organization relationships: Development and test of a theory of extended identities.. <i>Journal of Applied Psychology</i> , 2012, 97, 63-76.	4.8	113

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73	A Sales Forceâ€™Specific Theory-of-Mind Scale: Tests of Its Validity by Classical Methods and Functional Magnetic Resonance Imaging. <i>Journal of Marketing Research</i> , 2009, 46, 653-668.	4.9	112
74	My Anger Is Your Gain, My Contempt Your Loss: Explaining Consumer Responses to Corporate Wrongdoing. <i>Psychology and Marketing</i> , 2013, 30, 1029-1042.	8.6	111
75	Hierarchical representation of motives in goal setting.. <i>Journal of Applied Psychology</i> , 2003, 88, 915-943.	4.8	108
76	Construct validity and generalizability of the Carverâ€™White behavioural inhibition system/behavioural activation system scales. <i>European Journal of Personality</i> , 2001, 15, 373-390.	3.2	103
77	Genetic and neurological foundations of customer orientation: field and experimental evidence. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 639-658.	11.5	91
78	Expectancy-value attitude models an analysis of critical measurement issues. <i>International Journal of Research in Marketing</i> , 1984, 1, 295-310.	4.6	86
79	The role of arousal in the creation and control of the halo effect in attitude models. <i>Psychology and Marketing</i> , 1996, 13, 235-264.	8.6	80
80	A situational analysis on how salespeople experience and cope with shame and embarrassment. <i>Psychology and Marketing</i> , 2002, 19, 713-741.	8.6	74
81	An Examination of the Etiology of the Attitude-Behavior Relation for Goal-Directed Behaviors. <i>Multivariate Behavioral Research</i> , 1992, 27, 601-634.	3.4	73
82	The effects of company offshoring strategies on consumer responses. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 683-704.	11.5	73
83	Social Consumer Neuroscience: Neurophysiological Measures of Advertising Effectiveness in a Social Context. <i>Journal of Advertising</i> , 2017, 46, 351-362.	6.6	69
84	The year 2000: Looking forward. <i>Psychology and Marketing</i> , 2000, 17, 1-11.	8.6	68
85	The Nature and Causes of Self-Esteem, Performance, and Satisfaction in the Sales Force: A Structural Equation Approach. <i>The Journal of Business</i> , 1980, 53, 315.	2.1	67
86	Goal hierarchies as antecedents of market structure. <i>Psychology and Marketing</i> , 2006, 23, 689-709.	8.6	65
87	Construct validity and generalizability of the Kirton Adaptionâ€™Innovation Inventory. <i>European Journal of Personality</i> , 1995, 9, 185-206.	3.2	63
88	Goal-striving and the implementation of goal intentions in the regulation of body weight. <i>Psychology and Health</i> , 2000, 15, 255-270.	2.4	61
89	Coping With Sales Call Anxiety: The Role of Sale Perseverance and Task Concentration Strategies. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 403-418.	11.5	61
90	An Investigation of Construct Validity and Generalizability of the Self-Concept:. <i>Journal of International Consumer Marketing</i> , 1996, 8, 97-123.	3.7	59

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91	The neuropsychology of consumer behavior and marketing. <i>Consumer Psychology Review</i> , 2018, 1, 22-40.	5.8	59
92	Structural Equation Models in Experimental Research. <i>Journal of Marketing Research</i> , 1977, 14, 209.	4.9	57
93	Appraisal processes in the enactment of intentions to use coupons. <i>Psychology and Marketing</i> , 1992, 9, 469-486.	8.6	55
94	“I am resting but rest less well with you.” The moderating effect of anxious attachment style on alpha power during EEG resting state in a social context. <i>Frontiers in Human Neuroscience</i> , 2014, 8, 486.	2.1	55
95	Consumer stakeholder responses to reshoring strategies. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 453-471.	11.5	55
96	The impact of reputation and identity congruence on employer brand attractiveness. <i>Marketing Intelligence and Planning</i> , 2015, 33, 124-146.	3.8	52
97	Reshoring from a demand-side perspective: Consumer reshoring sentiment and its market effects. <i>Journal of World Business</i> , 2018, 53, 194-208.	7.9	52
98	Consumer responses to corporate social irresponsibility: The role of moral emotions, evaluations, and social cognitions. <i>Psychology and Marketing</i> , 2019, 36, 565-586.	8.6	52
99	Self-Control and the Self-Regulation of Dieting Decisions: The Role of Prefactual Attitudes, Subjective Norms, and Resistance to Temptation. <i>Basic and Applied Social Psychology</i> , 2004, 26, 199-213.	2.0	47
100	Employees’ Work-Related Well-Being during COVID-19 Pandemic: An Integrated Perspective of Technology Acceptance Model and JD-R Theory. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 11888.	2.7	44
101	Cognitive, Emotional, and Sociocultural Processes in Consumption. <i>Psychology and Marketing</i> , 2013, 30, 12-25.	8.6	43
102	Curtailing the harmful effects of workplace incivility: The role of structural demands and organization-provided resources. <i>Journal of Vocational Behavior</i> , 2016, 95-96, 115-127.	3.8	42
103	Understanding the consequences of pride and shame: How self-evaluations guide moral decision making in business. <i>Journal of Business Research</i> , 2018, 84, 271-284.	10.6	42
104	Psychometric vs. C-OAR-SE measures of brand love: A reply to Rossiter. <i>Marketing Letters</i> , 2014, 25, 235-243.	3.0	41
105	A self-regulatory model of consideration set formation. <i>Psychology and Marketing</i> , 2005, 22, 785-812.	8.6	40
106	Exploring the role of self- and customer-provoked embarrassment in personal selling. <i>International Journal of Research in Marketing</i> , 2003, 20, 233-258.	4.6	39
107	Activities, functions, and structure of pharmacy and therapeutics committees in large teaching hospitals. <i>American Journal of Health-System Pharmacy</i> , 1999, 56, 622-628.	1.1	38
108	The use of event related potentials brain methods in the study of Conscious and unconscious consumer decision making processes. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102202.	9.8	37

#	ARTICLE	IF	CITATIONS
109	Gender differences in the self-regulation of hypertension. <i>Journal of Behavioral Medicine</i> , 2001, 24, 469-487.	2.2	36
110	Make it Your Own: How Process Valence and Self-Conceptual Affect Evaluation of Self-Made Products. <i>Psychology and Marketing</i> , 2014, 31, 451-468.	8.6	35
111	The More You Care, the Worthier I Feel, the Better I Behave: How and When Supervisor Support Influences (Un)Ethical Employee Behavior. <i>Journal of Business Ethics</i> , 2018, 153, 615-628.	6.2	32
112	Goal-directed behaviors in marketing: Cognitive and emotional perspectives. <i>Psychology and Marketing</i> , 1997, 14, 539-543.	8.6	30
113	How formulating implementation plans and remembering past actions facilitate the enactment of effortful decisions. <i>Journal of Behavioral Decision Making</i> , 2007, 20, 343-364.	1.9	30
114	Brand community membership and the construction of meaning. <i>Scandinavian Journal of Management</i> , 2013, 29, 173-183.	2.1	30
115	A cross-media content analysis of motivational themes in direct-to-consumer prescription drug advertising. <i>Clinical Therapeutics</i> , 2004, 26, 135-154.	2.3	28
116	Consumer Action. <i>Review of Marketing Research</i> , 2006, , 3-42.	0.0	27
117	Goal-directed behaviors in marketing: The role of emotion, volition, and motivation. <i>Psychology and Marketing</i> , 1997, 14, 309-313.	8.6	26
118	The role of emotional wisdom in salespersons' relationships with colleagues and customers. <i>Psychology and Marketing</i> , 2010, 27, 1001-1031.	8.6	26
119	AI Service and Emotion. <i>Journal of Service Research</i> , 2022, 25, 499-504.	12.4	26
120	Psychological Underpinnings of Brands. <i>Annual Review of Psychology</i> , 2021, 72, 585-607.	19.0	25
121	Consumer arrogance and word-of-mouth. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1116-1137.	11.5	24
122	Effects of arousal on organization of positive and negative affect and cognitions: Application to attitude theory. <i>Structural Equation Modeling</i> , 1994, 1, 222-252.	3.8	23
123	Toward a general theory of fertility: A causal modeling approach. <i>Demography</i> , 1978, 15, 301-320.	2.7	22
124	Testing Hypotheses About Methods, Traits, and Communalities in the Direct-Product Model. <i>Applied Psychological Measurement</i> , 1992, 16, 373-380.	1.1	22
125	Philosophical Foundations of Neuroscience in Organizational Research: Functional and Nonfunctional Approaches. <i>Organizational Research Methods</i> , 2019, 22, 299-331.	9.7	22
126	Consumer Reshoring Sentiment and Animosity: Expanding Our Understanding of Market Responses to Reshoring. <i>Management International Review</i> , 2020, 60, 69-95.	3.3	22

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127	Conspicuous consumption: A meta-analytic review of its antecedents, consequences, and moderators. <i>Journal of Retailing</i> , 2022, 98, 471-485.	7.1	22
128	The Role of Moral Values in Instigating Morally Responsible Decisions. <i>Journal of Applied Behavioral Science</i> , 2013, 49, 69-94.	3.5	21
129	Hierarchical Motive Structures and Their Role in Moral Choices. <i>Journal of Business Ethics</i> , 2009, 90, 461-486.	6.2	20
130	A goal-directed interactionist perspective of counterfeit consumption. <i>European Journal of Marketing</i> , 2019, 53, 1311-1332.	3.0	20
131	An investigation of the role of affective and moral evaluations in the purposeful behaviour model of attitude. <i>British Journal of Social Psychology</i> , 1989, 28, 97-113.	2.9	19
132	Understanding how elderly patients process drug information: a test of a theory of information processing. <i>Pharmaceutical Research</i> , 1997, 14, 1589-1596.	3.6	19
133	Some insights on visual and verbal processing strategies. <i>Journal of Consumer Psychology</i> , 2008, 18, 258-263.	5.2	19
134	A reasoned action approach to physicians' utilization of drug information sources. <i>Pharmaceutical Research</i> , 1996, 13, 1291-1298.	3.6	18
135	Validating the Relationship Qualities of Influence and Persuasion With the Family Social Relations Model. <i>Human Communication Research</i> , 2003, 29, 81-110.	3.3	18
136	Salespersons as Internal Knowledge Brokers and New Products Selling: Discovering the Link to Genetic Makeup. <i>Journal of Product Innovation Management</i> , 2014, 31, 695-709.	9.4	18
137	Consumer Perceptions of Sustainable Development Goals: Conceptualization, Measurement and Contingent Effects. <i>British Journal of Management</i> , 2023, 34, 1157-1183.	5.1	18
138	The Construct Validity of Measures of the Tripartite Conceptualization of Punishment Attitudes. <i>Journal of Social Service Research</i> , 1997, 22, 1-25.	1.4	17
139	The hierarchical cognitive structure of entrepreneur motivation toward private equity financing. <i>Venture Capital</i> , 2006, 8, 253-271.	1.6	16
140	The Role of Moral Emotions and Consumer Values and Traits in the Decision to Support Nonprofits. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2014, 26, 290-311.	1.5	16
141	Genetic and psychological underpinnings of motivation and satisfaction of industrial salespeople. <i>Industrial Marketing Management</i> , 2020, 85, 69-83.	6.9	15
142	How and when brand coolness transforms product quality judgments into positive word of mouth and intentions to buy/use. <i>Journal of Marketing Theory and Practice</i> , 2023, 31, 383-402.	4.3	15
143	The role of attachment styles in regulating the effects of dopamine on the behavior of salespersons. <i>Frontiers in Human Neuroscience</i> , 2014, 8, 32.	2.1	14
144	Cognitive and affective determinants of salesforce performance: A two-wave study. <i>Industrial Marketing Management</i> , 2018, 75, 206-217.	6.9	14

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145	Framing a trust game as a power game greatly affects interbrain synchronicity between trustor and trustee. <i>Social Neuroscience</i> , 2019, 14, 635-648.	1.1	14
146	The material self. <i>International Journal of Research in Marketing</i> , 2020, 37, 661-677.	4.6	14
147	Reflections on a Scholarly Career: From Inside Out and Back Again. <i>Review of Marketing Research</i> , 2011, , 1-41.	0.0	12
148	Consumers' identity signaling towards social groups: The effects of dissociative desire on brand prominence preferences. <i>Psychology and Marketing</i> , 2022, 39, 1964-1978.	8.6	12
149	The determinants of physician attitudes and subjective norms toward drug information sources: modification and test of the theory of reasoned action. <i>Pharmaceutical Research</i> , 1997, 14, 1298-1308.	3.6	11
150	The effects of reshoring decisions on employees. <i>Personnel Review</i> , 2019, 49, 1254-1268.	3.2	11
151	Inter-role Relationships in Hospital-based Pharmacy and Therapeutics Committee Decision Making. <i>Journal of Health Psychology</i> , 2005, 10, 45-64.	2.5	10
152	Alternative Perspectives in Philosophy of Mind and Their Relationship to Structural Equation Models in Psychology. <i>Psychological Inquiry</i> , 2011, 22, 88-99.	1.2	10
153	Consumer responses to corporate offshoring practices. <i>Management Decision</i> , 2015, 53, 698-712.	4.0	10
154	Emerging Materialism in China: Qualitative and Quantitative Insights. <i>Journal of International Consumer Marketing</i> , 2013, 25, 127-151.	3.7	8
155	Polymorphisms of the OXTR gene explain why sales professionals love to help customers. <i>Frontiers in Behavioral Neuroscience</i> , 2013, 7, 171.	2.1	8
156	Sales Presentation Anxiety, Cortisol Levels, Self-Reports, and Gene-Gene Interactions. <i>Journal of Marketing Behavior</i> , 2016, 2, 225-252.	0.5	8
157	Key Informant Models for Measuring Group-level Variables in Small Groups. <i>Sociological Methods and Research</i> , 2018, 47, 277-313.	6.7	8
158	Alternative approaches for thinking about and modeling consumer decisions in relationships. <i>Journal of Consumer Psychology</i> , 2012, 22, 315-319.	5.2	7
159	Shared Consumer Needs Across India and China: A Path to Global Advertising of Services?. <i>Management International Review</i> , 2017, 57, 473-500.	3.3	7
160	Effects of negative social information on the willingness to support charities: the moderating role of regulatory focus. <i>Marketing Letters</i> , 2021, 32, 111-122.	3.0	7
161	What We Share Is Who We Are and What We Do: How Emotional Intimacy Shapes Organizational Identification and Collaborative Behaviors. <i>Applied Psychology</i> , 2020, 69, 854-880.	5.1	6
162	How songs from growing up and viewers' attachment styles affect video ads' effectiveness. <i>Psychology and Marketing</i> , 2023, 40, 209-233.	8.6	6

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163	Three systems underpinning marketing behavior. <i>AMS Review</i> , 2018, 8, 23-29.	3.8	5
164	Socializing Marketing. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2005, 27, 101-114.	0.6	5
165	“Give Me Happiness” or “Take Away My Pain”? Explaining consumer responses to prescription drug advertising. <i>Cogent Business and Management</i> , 2015, 2, .	3.0	4
166	Exploring the Effect of Attachment Styles and Winning or Losing a Status Contest on Testosterone Levels. <i>Frontiers in Psychology</i> , 2018, 9, 1051.	2.3	4
167	Some Thoughts on Happiness, Well-being, and a Meaningful Life for Academics. <i>Review of Marketing Research</i> , 2020, , 137-169.	0.0	4
168	The Role of Shame and Virtues in the Self-Regulation of Decisions to Engage in Digital Piracy. <i>Australasian Marketing Journal</i> , 2021, 29, 15-28.	6.0	4
169	Responses of the public towards the government in times of crisis. <i>British Journal of Social Psychology</i> , 2023, 62, 359-392.	2.9	4
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