

Julie R Irwin

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7380820/publications.pdf>

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14
papers

1,844
citations

933410

10
h-index

1125717

13
g-index

14
all docs

14
docs citations

14
times ranked

1672
citing authors

#	ARTICLE	IF	CITATIONS
1	Misleading Heuristics and Moderated Multiple Regression Models. <i>Journal of Marketing Research</i> , 2001, 38, 100-109.	4.8	516
2	The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference. <i>Journal of Marketing</i> , 2010, 74, 18-31.	11.3	461
3	Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases?. <i>Journal of Consumer Research</i> , 2009, 36, 188-198.	5.1	349
4	Preference reversals and the measurement of environmental values. <i>Journal of Risk and Uncertainty</i> , 1993, 6, 5-18.	1.5	206
5	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.	4.5	93
6	That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information. <i>Journal of Consumer Research</i> , 2018, 45, 185-207.	5.1	57
7	Do less ethical consumers denigrate more ethical consumers? The effect of willful ignorance on judgments of others. <i>Journal of Consumer Psychology</i> , 2016, 26, 337-349.	4.5	51
8	The same old song: The power of familiarity in music choice. <i>Marketing Letters</i> , 2014, 25, 1-11.	2.9	42
9	Special random numbers: Beyond the illusion of control. <i>Organizational Behavior and Human Decision Processes</i> , 2006, 99, 161-174.	2.5	24
10	Risk perception and victim perception: The judgment of HIV cases. <i>Journal of Behavioral Decision Making</i> , 1996, 9, 1-22.	1.7	22
11	All eyes on you: The social audience and hedonic adaptation. <i>Psychology and Marketing</i> , 2020, 37, 1554-1570.	8.2	12
12	Answering for yourself versus others: Direct versus indirect estimates of charitable donations. <i>Psychology and Marketing</i> , 2021, 38, 397-415.	8.2	10
13	Good Intentions " Thoughtless Buying Decisions: Understanding and Breaking Barriers to Ethical Consumption. <i>NIM Marketing Intelligence Review</i> , 2022, 14, 25-29.	0.6	1
14	Flying with a net, and without: Preventative devices and self-control. <i>International Journal of Research in Marketing</i> , 2020, 37, 521-543.	4.2	0