

# Chris Pullig

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7566517/publications.pdf>

Version: 2024-02-01

30  
papers

2,910  
citations

304743

22  
h-index

454955

30  
g-index

31  
all docs

31  
docs citations

31  
times ranked

2150  
citing authors

| #  | ARTICLE  | IF   | CITATIONS |
|----|--|------|-----------|
| 1  | Developing and validating measures of facets of customer-based brand equity. <i>Journal of Business Research</i> , 2004, 57, 209-224.  | 10.2 | 857       |
| 2  | Conflicts in the Work-Family Interface: Links to Job Stress, Customer Service Employee Performance, and Customer Purchase Intent. <i>Journal of Marketing</i> , 2005, 69, 130-143.   | 11.3 | 337       |
| 3  | Effectiveness of corporate responses to brand crises: The role of crisis type and response strategies. <i>Journal of Business Research</i> , 2011, 64, 1281-1287.  | 10.2 | 213       |
| 4  | I need my smartphone: A hierarchical model of personality and cell-phone addiction. <i>Personality and Individual Differences</i> , 2015, 79, 13-19.   | 2.9  | 185       |
| 5  | Attitude Basis, Certainty, and Challenge Alignment: A Case of Negative Brand Publicity. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 528-542.  | 11.2 | 154       |
| 6  | Survey-software implicit association tests: A methodological and empirical analysis. <i>Behavior Research Methods</i> , 2019, 51, 2194-2208.   | 4.0  | 147       |
| 7  | The Recycling Cycle: An Empirical Examination of Consumer Waste Recycling and Recycling Shopping Behaviors. <i>Journal of Public Policy and Marketing</i> , 2000, 19, 93-105.  | 3.4  | 104       |
| 8  | Salesforce automation systems: an exploratory examination of organizational factors associated with effective implementation and salesforce productivity. <i>Journal of Business Research</i> , 2002, 55, 401-415.             | 10.2 | 95        |
| 9  | Consumer Evaluation of Low Price Guarantees: The Moderating Role of Reference Price and Store Image. <i>Journal of Consumer Psychology</i> , 2002, 12, 107-118.  | 4.5  | 90        |
| 10 | Consumer Evaluation of Low Price Guarantees: The Moderating Role of Reference Price and Store Image. <i>Journal of Consumer Psychology</i> , 2002, 12, 107-118.  | 4.5  | 72        |
| 11 | Contingent Self-Esteem, Self-Presentational Concerns, and Compulsive Buying. <i>Psychology and Marketing</i> , 2014, 31, 147-160.  | 8.2  | 68        |
| 12 | Low price guarantees as signals of lowest price: The moderating role of perceived price dispersion. <i>Journal of Retailing</i> , 2006, 82, 245-257.   | 6.2  | 64        |
| 13 | The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 170-184.   | 3.4  | 55        |
| 14 | Branding beyond prejudice: Navigating multicultural marketplaces for consumer well-being. <i>Journal of Business Research</i> , 2013, 66, 1186-1194.   | 10.2 | 49        |
| 15 | Brand Dilution: When Do New Brands Hurt Existing Brands?. <i>Journal of Marketing</i> , 2006, 70, 52-66.   | 11.3 | 48        |
| 16 | Toward Intercultural Competency in Multicultural Marketplaces. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 156-164.  | 3.4  | 47        |
| 17 | How Gay-Straight Alliance Groups Mitigate the Relationship Between Gay-Bias Victimization and Adolescent Suicide Attempts. <i>Journal of the American Academy of Child and Adolescent Psychiatry</i> , 2014, 53, 1271-1278.e1. | 0.5  | 47        |
| 18 | Consumer Evaluation of Reference Price Advertisements: Effects of Other Brands'™ Prices and Semantic Cues. <i>Journal of Public Policy and Marketing</i> , 1999, 18, 52-65.  | 3.4  | 40        |

| #  | ARTICLE   | IF   | CITATIONS |
|----|---|------|-----------|
| 19 | Consumer ethnicity three decades after: a TCR agenda. <i>Journal of Marketing Management</i> , 2014, 30, 1882-1922.   | 2.3  | 36        |
| 20 | Constructing a bridge to multicultural marketplace well-being: A consumer-centered framework for marketer action. <i>Journal of Business Research</i> , 2019, 100, 339-353.           | 10.2 | 30        |
| 21 | Consumer Multicultural Identity Affiliation: Reassessing identity segmentation in multicultural markets. <i>Journal of Business Research</i> , 2019, 98, 126-141.                     | 10.2 | 29        |
| 22 | Institutionalizing Diversity-and-Inclusion-Engaged Marketing for Multicultural Marketplace Well-Being. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 143-164.             | 3.4  | 26        |
| 23 | “Number One! Does Narcissism Impair Ethical Judgment Even for the Highly Religious?”. <i>Journal of Business Ethics</i> , 2013, 112, 167-176.   | 6.0  | 24        |
| 24 | A signaling theory approach to relationship recovery. <i>European Journal of Marketing</i> , 2020, 54, 2139-2170.   | 2.9  | 24        |
| 25 | THOUGHT PIECE No harm done? Culture-based branding and its impact on consumer vulnerability: A research agenda. <i>Social Business</i> , 2011, 1, 263-280.                            | 0.3  | 17        |
| 26 | Consumer mobility and well-being among changing places and shifting ethnicities. <i>Marketing Theory</i> , 2015, 15, 271-278.   | 3.1  | 15        |
| 27 | Family conflict and adolescent compulsive buying behavior. <i>Young Consumers</i> , 2019, 20, 208-218.  | 3.5  | 15        |
| 28 | Penny wise and pound foolish? How thinking style affects price cognition. <i>Marketing Letters</i> , 2018, 29, 261-273.   | 2.9  | 11        |
| 29 | A commentary on reporting effect size and confidence intervals: Response to Palmer and Strelan (2014). <i>Journal of Business Research</i> , 2015, 68, 1082-1085.                     | 10.2 | 2         |
| 30 | Effects of Narcissism and Religiosity on Church Ministers with Respect to Ethical Judgment, Confidence, and Forgiveness. <i>Journal of Psychology and Theology</i> , 2016, 44, 42-54. | 0.4  | 2         |