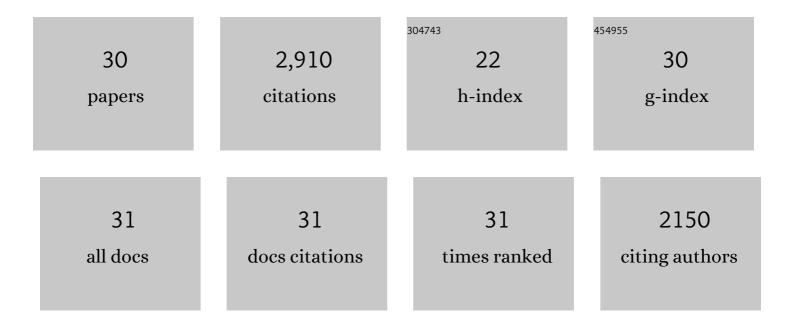
## **Chris Pullig**

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7566517/publications.pdf Version: 2024-02-01



Сного Ригис

#	Article	IF	CITATIONS
1	Institutionalizing Diversity-and-Inclusion-Engaged Marketing for Multicultural Marketplace Well-Being. Journal of Public Policy and Marketing, 2021, 40, 143-164.	3.4	26
2	A signaling theory approach to relationship recovery. European Journal of Marketing, 2020, 54, 2139-2170.	2.9	24
3	Survey-software implicit association tests: A methodological and empirical analysis. Behavior Research Methods, 2019, 51, 2194-2208.	4.0	147
4	Consumer Multicultural Identity Affiliation: Reassessing identity segmentation in multicultural markets. Journal of Business Research, 2019, 98, 126-141.	10.2	29
5	Family conflict and adolescent compulsive buying behavior. Young Consumers, 2019, 20, 208-218.	3.5	15
6	Constructing a bridge to multicultural marketplace well-being: A consumer-centered framework for marketer action. Journal of Business Research, 2019, 100, 339-353.	10.2	30
7	Penny wise and pound foolish? How thinking style affects price cognition. Marketing Letters, 2018, 29, 261-273.	2.9	11
8	Effects of Narcissism and Religiosity on Church Ministers with Respect to Ethical Judgment, Confidence, and Forgiveness. Journal of Psychology and Theology, 2016, 44, 42-54.	0.4	2
9	The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma. Journal of Public Policy and Marketing, 2016, 35, 170-184.	3.4	55
10	I need my smartphone: A hierarchical model of personality and cell-phone addiction. Personality and Individual Differences, 2015, 79, 13-19.	2.9	185
11	A commentary on reporting effect size and confidence intervals: Response to Palmer and Strelan (2014). Journal of Business Research, 2015, 68, 1082-1085.	10.2	2
12	Consumer mobility and well-being among changing places and shifting ethnicities. Marketing Theory, 2015, 15, 271-278.	3.1	15
13	Consumer ethnicity three decades after: a TCR agenda. Journal of Marketing Management, 2014, 30, 1882-1922.	2.3	36
14	How Gay–Straight Alliance Groups Mitigate the Relationship Between Gay-Bias Victimization and Adolescent Suicide Attempts. Journal of the American Academy of Child and Adolescent Psychiatry, 2014, 53, 1271-1278.e1.	0.5	47
15	Contingent Selfâ€Esteem, Selfâ€Presentational Concerns, and Compulsive Buying. Psychology and Marketing, 2014, 31, 147-160.	8.2	68
16	l'm Number One! Does Narcissism Impair Ethical Judgment Even for the Highly Religious?. Journal of Business Ethics, 2013, 112, 167-176.	6.0	24
17	Branding beyond prejudice: Navigating multicultural marketplaces for consumer well-being. Journal of Business Research, 2013, 66, 1186-1194.	10.2	49
18	Toward Intercultural Competency in Multicultural Marketplaces. Journal of Public Policy and Marketing, 2013, 32, 156-164.	3.4	47

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#	Article	IF	CITATIONS
19	Effectiveness of corporate responses to brand crises: The role of crisis type and response strategies. Journal of Business Research, 2011, 64, 1281-1287.	10.2	213
20	THOUGHT PIECE No harm done? Culture-based branding and its impact on consumer vulnerability: A research agenda. Social Business, 2011, 1, 263-280.	0.3	17
21	Attitude Basis, Certainty, and Challenge Alignment: A Case of Negative Brand Publicity. Journal of the Academy of Marketing Science, 2006, 34, 528-542.	11.2	154
22	Low price guarantees as signals of lowest price: The moderating role of perceived price dispersion. Journal of Retailing, 2006, 82, 245-257.	6.2	64
23	Brand Dilution: When Do New Brands Hurt Existing Brands?. Journal of Marketing, 2006, 70, 52-66.	11.3	48
24	Conflicts in the Work–Family Interface: Links to Job Stress, Customer Service Employee Performance, and Customer Purchase Intent. Journal of Marketing, 2005, 69, 130-143.	11.3	337
25	Developing and validating measures of facets of customer-based brand equity. Journal of Business Research, 2004, 57, 209-224.	10.2	857
26	Consumer Evaluation of Low Price Guarantees: The Moderating Role of Reference Price and Store Image. Journal of Consumer Psychology, 2002, 12, 107-118.	4.5	72
27	Salesforce automation systems: an exploratory examination of organizational factors associated with effective implementation and salesforce productivity. Journal of Business Research, 2002, 55, 401-415.	10.2	95
28	Consumer Evaluation of Low Price Guarantees: The Moderating Role of Reference Price and Store Image. Journal of Consumer Psychology, 2002, 12, 107-118.	4.5	90
29	The Recycling Cycle: An Empirical Examination of Consumer Waste Recycling and Recycling Shopping Behaviors. Journal of Public Policy and Marketing, 2000, 19, 93-105.	3.4	104
30	Consumer Evaluation of Reference Price Advertisements: Effects of Other Brands' Prices and Semantic Cues. Journal of Public Policy and Marketing, 1999, 18, 52-65.	3.4	40