

Chris Pullig

List of Publications by Year in descending order

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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	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
2	A signaling theory approach to relationship recovery. <i>European Journal of Marketing</i> , 2020, 54, 2139-2170.	2.9	24
3	Survey-software implicit association tests: A methodological and empirical analysis. <i>Behavior Research Methods</i> , 2019, 51, 2194-2208.	4.0	147
4	Consumer Multicultural Identity Affiliation: Reassessing identity segmentation in multicultural markets. <i>Journal of Business Research</i> , 2019, 98, 126-141.	10.2	29
5	Family conflict and adolescent compulsive buying behavior. <i>Young Consumers</i> , 2019, 20, 208-218.	3.5	15
6	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
7	Penny wise and pound foolish? How thinking style affects price cognition. <i>Marketing Letters</i> , 2018, 29, 261-273.	2.9	11
8	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
9	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
10	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
11	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
12	Consumer mobility and well-being among changing places and shifting ethnicities. <i>Marketing Theory</i> , 2015, 15, 271-278.	3.1	15
13	Consumer ethnicity three decades after: a TCR agenda. <i>Journal of Marketing Management</i> , 2014, 30, 1882-1922.	2.3	36
14	How Gayâ€œStraight 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
15	Contingent Selfâ€œEsteem, Selfâ€œPresentational Concerns, and Compulsive Buying. <i>Psychology and Marketing</i> , 2014, 31, 147-160.	8.2	68
16	lâ€™m 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
17	Branding beyond prejudice: Navigating multicultural marketplaces for consumer well-being. <i>Journal of Business Research</i> , 2013, 66, 1186-1194.	10.2	49
18	Toward Intercultural Competency in Multicultural Marketplaces. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 156-164.	3.4	47

#	ARTICLE	IF	CITATIONS
19	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
20	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
21	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
22	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
23	Brand Dilution: When Do New Brands Hurt Existing Brands?. <i>Journal of Marketing</i> , 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. <i>Journal of Marketing</i> , 2005, 69, 130-143.	11.3	337
25	Developing and validating measures of facets of customer-based brand equity. <i>Journal of Business Research</i> , 2004, 57, 209-224.	10.2	857
26	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
27	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
28	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
29	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
30	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