

Rebecca Walker Reczek

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7720676/publications.pdf>

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36
papers

4,230
citations

257450

24
h-index

361022

35
g-index

36
all docs

36
docs citations

36
times ranked

3415
citing authors

#	ARTICLE	IF	CITATIONS
1	The Unhealthy = Tasty Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products. <i>Journal of Marketing</i> , 2006, 70, 170-184.	11.3	942
2	Seeing the world through GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products. <i>Journal of Consumer Psychology</i> , 2014, 24, 336-354.	4.5	533
3	Beyond the "Like" Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings. <i>Journal of Marketing</i> , 2012, 76, 105-120.	11.3	483
4	The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference. <i>Journal of Marketing</i> , 2010, 74, 18-31.	11.3	353
5	Consumers and Artificial Intelligence: An Experiential Perspective. <i>Journal of Marketing</i> , 2021, 85, 131-151.	11.3	314
6	Understanding the inherent complexity of sustainable consumption: A social cognitive framework. <i>Journal of Business Research</i> , 2013, 66, 1227-1234.	10.2	270
7	The Squander Sequence: Understanding Food Waste at Each Stage of the Consumer Decision-Making Process. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 292-304.	3.4	151
8	Eating with a Purpose: Consumer Response to Functional Food Health Claims in Conflicting versus Complementary Information Environments. <i>Journal of Public Policy and Marketing</i> , 2009, 28, 221-233.	3.4	116
9	The Self-Perception Connection: Why Consumers Devalue Unattractive Produce. <i>Journal of Marketing</i> , 2019, 83, 89-107.	11.3	106
10	Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by excluding versus Including Product Alternatives. <i>Journal of Marketing Research</i> , 2009, 46, 234-246.	4.8	101
11	An Audience of One: Behaviorally Targeted Ads as Implied Social Labels. <i>Journal of Consumer Research</i> , 2016, 43, 156-178.	5.1	99
12	Using Behavioral Experiments to Expand Our Horizons and Deepen Our Understanding of Logistics and Supply Chain Decision Making. <i>Journal of Business Logistics</i> , 2011, 32, 296-302.	10.6	83
13	Focusing on the forest or the trees: How abstract versus concrete construal level predicts responses to eco-friendly products. <i>Journal of Environmental Psychology</i> , 2018, 57, 87-98.	5.1	82
14	Keeping it all without being buried alive: Understanding product retention tendency. <i>Journal of Consumer Psychology</i> , 2012, 22, 224-236.	4.5	61
15	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
16	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
17	Lucky Loyalty: The Effect of Consumer Effort on Predictions of Randomly Determined Marketing Outcomes. <i>Journal of Consumer Research</i> , 2014, 41, 1065-1077.	5.1	50
18	Consumer response to and choice of customized versus standardized systems. <i>International Journal of Research in Marketing</i> , 2009, 26, 216-227.	4.2	48

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19	Promotions Spontaneously Induce a Positive Evaluative Response. <i>Journal of Consumer Psychology</i> , 2006, 16, 295-305.	4.5	39
20	Nonverbal cues-based first impressions: Impression formation through exposure to static images. <i>Marketing Letters</i> , 2007, 18, 165-179.	2.9	39
21	Keeping the Memory but Not the Possession: Memory Preservation Mitigates Identity Loss from Product Disposition. <i>Journal of Marketing</i> , 2017, 81, 104-120.	11.3	39
22	Social Recycling Transforms Unwanted Goods into Happiness. <i>Journal of the Association for Consumer Research</i> , 2017, 2, 48-63.	1.7	37
23	The Intersection of Sustainability, Marketing, and Public Policy: Introduction to the Special Section on Sustainability. <i>Journal of Public Policy and Marketing</i> , 2017, 36, 246-254.	3.4	30
24	Same destination, different paths: When and how does observing others' choices and reasoning alter confidence in our own choices?. <i>Journal of Consumer Psychology</i> , 2013, 23, 74-89.	4.5	27
25	Models of Sequential Evaluation in Best-Worst Choice Tasks. <i>Marketing Science</i> , 2014, 33, 828-848.	4.1	25
26	The Devil You (Don't) Know: Interpersonal Ambiguity and Inference Making in Competitive Contexts. <i>Journal of Consumer Research</i> , 2013, 40, 239-254.	5.1	20
27	The Meaning of Distraction: How Metacognitive Inferences from Distraction during Multitasking Affect Brand Evaluations. <i>Journal of Consumer Research</i> , 2020, 46, 974-994.	5.1	20
28	How Do Social Norms Influence Parents's Food Choices for Their Children? The Role of Social Comparison and Implicit Self-Theories. <i>Journal of Retailing</i> , 2021, 97, 173-190.	6.2	13
29	The Wisdom of Some: Do We Always Need High Consensus to Shape Consumer Behavior?. <i>Journal of Public Policy and Marketing</i> , 2017, 36, 15-35.	3.4	12
30	The out-of-region bias: Distance estimations based on geographic category membership. <i>Marketing Letters</i> , 2011, 22, 181-196.	2.9	8
31	Get Your Science Out of Here: When Does Invoking Science in the Marketing of Consumer Products Backfire?. <i>Journal of Consumer Research</i> , 2023, 49, 721-740.	5.1	6
32	Promoting Pi Day: Consumer Response to Special Day-Themed Sales Promotions. <i>Journal of Consumer Psychology</i> , 0, , .	4.5	5
33	Choosing what to choose from: Preference for inclusion over exclusion when constructing consideration sets from large choice sets. <i>Journal of Behavioral Decision Making</i> , 2021, 34, 85-98.	1.7	4
34	Viewing leisure as wasteful undermines enjoyment. <i>Journal of Experimental Social Psychology</i> , 2021, 97, 104-118.	2.2	4
35	Optimizing the possession portfolio. <i>Current Opinion in Psychology</i> , 2022, 46, 101325.	4.9	1
36	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