

Keith Wilcox

List of Publications by Year in descending order

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Version: 2024-02-01

8
papers

837
citations

1307594
7
h-index

1588992
8
g-index

9
all docs

9
docs citations

9
times ranked

765
citing authors

#	ARTICLE	IF	CITATIONS
1	Restraint That Blinds: Attention Narrowing and Consumers'™ Response to Numerosity in Self-Control Decisions. <i>Journal of Consumer Research</i> , 2019, 46, 371-387.	5.1	6
2	Consumers'™ Response to Commercials: When the Energy Level in the Commercial Conflicts with the Media Context. <i>Journal of Marketing</i> , 2015, 79, 1-18.	11.3	46
3	Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control. <i>Journal of Consumer Research</i> , 2013, 40, 90-103.	5.1	303
4	Indulgence or Self-Control: A Dual Process Model of the Effect of Incidental Pride on Indulgent Choice. <i>Journal of Consumer Research</i> , 2011, 38, 151-163.	5.1	132
5	Discrepant Fluency in Self-Customization. <i>Journal of Marketing Research</i> , 2011, 48, 729-740.	4.8	13
6	Choice, Rejection, and Elaboration on Preference-Inconsistent Alternatives. <i>Journal of Consumer Research</i> , 2011, 38, 229-241.	5.1	52
7	Leave Home without it? The Effects of Credit Card Debt and Available Credit on Spending. <i>Journal of Marketing Research</i> , 2011, 48, S78-S90.	4.8	49
8	Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision. <i>Journal of Consumer Research</i> , 2009, 36, 380-393.	5.1	236