

# Ashok K Lalwani

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10634581/publications.pdf>

Version: 2024-02-01

24  
papers

1,392  
citations

516710

16  
h-index

610901

24  
g-index

24  
all docs

24  
docs citations

24  
times ranked

1177  
citing authors

#	ARTICLE	IF	CITATIONS
1	What is the relation between cultural orientation and socially desirable responding?. Journal of Personality and Social Psychology, 2006, 90, 165-178.	2.8	251
2	The Horizontal/Vertical Distinction in Cross-Cultural Consumer Research. Journal of Consumer Psychology, 2006, 16, 325-342.	4.5	205
3	Motivated response styles: The role of cultural values, regulatory focus, and self-consciousness in socially desirable responding.. Journal of Personality and Social Psychology, 2009, 96, 870-882.	2.8	168
4	You Get What You Pay For? Self-Construal Influences Price-Quality Judgments. Journal of Consumer Research, 2013, 40, 255-267.	5.1	154
5	The "I claim to be: Cultural self-construal elicits self-presentational goal pursuit.. Journal of Personality and Social Psychology, 2009, 97, 88-102.	2.8	111
6	Does a Dollar Get You a Dollar's Worth of Merchandise? The Impact of Power Distance Belief on Price-Quality Judgments. Journal of Consumer Research, 2016, 43, 317-333.	5.1	82
7	The Distinct Influence of Cognitive Busyness and Need for Closure on Cultural Differences in Socially Desirable Responding. Journal of Consumer Research, 2009, 36, 305-316.	5.1	51
8	How Does Consumers' Local or Global Identity Influence Price-Perceived Quality Associations? The Role of Perceived Quality Variance. Journal of Marketing, 2019, 83, 145-162.	11.3	51
9	Consumer Responses to English Accent Variations in Advertising. Journal of Global Marketing, 2005, 18, 143-165.	3.4	48
10	The interactive effect of power distance belief and consumers' status on preference for national (vs.) Tj ETQq0 0.0.rgBT /Overlock 10	10.2	41
11	Does Audiovisual Congruency in Advertisements Increase Persuasion? The Role of Cultural Music and Products. Journal of Global Marketing, 2009, 22, 139-153.	3.4	36
12	Price No Object!: The Impact of Power Distance Belief on Consumers' Price Sensitivity. Journal of Marketing, 2020, 84, 113-129.	11.3	33
13	How Do Consumers' Cultural Backgrounds and Values Influence Their Coupon Proneness? A Multimethod Investigation. Journal of Consumer Research, 2019, 45, 1037-1050.	5.1	31
14	Reflections on the Meaning and Structure of the Horizontal/Vertical Distinction. Journal of Consumer Psychology, 2006, 16, 357-362.	4.5	28
15	The Impact of Resource Scarcity on Price-Quality Judgments. Journal of Consumer Research, 2020, 46, 1110-1124.	5.1	24
16	The distinct influence of power distance perception and power distance values on customer satisfaction in response to loyalty programs. International Journal of Research in Marketing, 2019, 36, 580-596.	4.2	20
17	The Impact of Power Distance Belief on Consumers' Brand Preferences. International Journal of Research in Marketing, 2022, 39, 804-823.	4.2	12
18	The interactive effect of cultural self-construal and social exclusion on consumers' impression management goal pursuit. Journal of Business Research, 2019, 100, 51-60.	10.2	10

#	ARTICLE	IF	CITATIONS
19	Engaging in a culturally mismatched thinking style increases the preference for familiar consumer options for analytic but not holistic thinkers. <i>International Journal of Research in Marketing</i> , 2020, 37, 837-852.	4.2	8
20	Culture and Health Persuasion: Differences between Koreans and Americans. <i>Journal of Current Issues and Research in Advertising</i> , 2021, 42, 83-101.	4.3	8
21	The interactive effect of power and self-construal on consumers' preferences for brand-logo size. <i>Journal of Business Research</i> , 2022, 150, 279-296.	10.2	8
22	Cognitive and Affective Scarcities and Relational Abundance: Lessons from the Confluence of Extreme and Chronic Scarcities in Subsistence Marketplaces. <i>Journal of the Association for Consumer Research</i> , 2020, 5, 444-457.	1.7	5
23	How does cultural self-construal influence regulatory mode?. <i>Journal of Business Research</i> , 2020, 117, 368-377.	10.2	4
24	Price Promotion (In)frequency and Consumers' Brand Quality Evaluations. <i>Journal of the Association for Consumer Research</i> , 2021, 6, 91-101.	1.7	3