

Rajesh Bagchi

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10753566/publications.pdf>

Version: 2024-02-01

21
papers

876
citations

623734

14
h-index

752698

20
g-index

21
all docs

21
docs citations

21
times ranked

679
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effect of Goal Visualization on Goal Pursuit: Implications for Consumers and Managers. <i>Journal of Marketing</i> , 2011, 75, 109-123.	11.3	163
2	The Effect of Red Background Color on Willingness-to-Pay: The Moderating Role of Selling Mechanism. <i>Journal of Consumer Research</i> , 2013, 39, 947-960.	5.1	163
3	Years, Months, and Days versus 1, 12, and 365: The Influence of Units versus Numbers. <i>Journal of Consumer Research</i> , 2012, 39, 185-198.	5.1	95
4	Illusory Progress in Loyalty Programs: Magnitudes, Reward Distances, and Step-Size Ambiguity. <i>Journal of Consumer Research</i> , 2011, 37, 888-901.	5.1	84
5	\$29 for 70 Items or 70 Items for \$29? How Presentation Order Affects Package Perceptions. <i>Journal of Consumer Research</i> , 2012, 39, 62-73.	5.1	55
6	Boomerang Effects of Low Price Discounts: How Low Price Discounts Affect Purchase Propensity. <i>Journal of Consumer Research</i> , 2016, 42, 804-816.	5.1	50
7	The role of numerosity in judgments and decision-making. <i>Current Opinion in Psychology</i> , 2016, 10, 89-93.	4.9	41
8	Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions. <i>Marketing Letters</i> , 2005, 16, 401-413.	2.9	40
9	The Mere Deadline Effect: Why More Time Might Sabotage Goal Pursuit. <i>Journal of Consumer Research</i> , 2019, 45, 1068-1084.	5.1	29
10	Alliteration Alters: Phonetic Overlap in Promotional Messages Influences Evaluations and Choice. <i>Journal of Retailing</i> , 2016, 92, 1-12.	6.2	27
11	Promotional Games Increase Consumer Conversion Rates and Spending. <i>Journal of Consumer Research</i> , 2020, 47, 79-99.	5.1	25
12	Eliciting Time versus Money: Time Scarcity Underlies Asymmetric Wage Rates. <i>Journal of Consumer Research</i> , 2017, 44, 833-852.	5.1	23
13	Role of Ambient Temperature in Influencing Willingness to Pay in Auctions and Negotiations. <i>Journal of Marketing</i> , 2019, 83, 121-138.	11.3	23
14	How Evaluations of Multiple Percentage Price Changes Are Influenced by Presentation Mode and Percentage Ordering: The Role of Anchoring and Surprise. <i>Journal of Marketing Research</i> , 2018, 55, 655-666.	4.8	17
15	Format Neglect: How the Use of Numerical Versus Percentage Rank Claims Influences Consumer Judgments. <i>Journal of Marketing</i> , 2018, 82, 150-164.	11.3	12
16	Walking in My Shoes: How Expectations of Role Reversal in Future Negotiations Affect Present Behaviors. <i>Journal of Marketing Research</i> , 2016, 53, 381-395.	4.8	11
17	Is A 70% Forecast more Accurate than a 30% Forecast? How Level of a Forecast Affects Inferences about Forecasts and Forecasters. <i>Journal of Marketing Research</i> , 2016, 53, 31-45.	4.8	11
18	Strategic Implications of Confirmation Bias in Advertising. <i>Production and Operations Management</i> , 2020, 29, 1573-1596.	3.8	4

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19	How Evaluations of Multiple Percentage Price Changes are Influenced by Presentation Mode and Percentage Ordering: The Role of Anchoring and Surprise. <i>Journal of Marketing Research</i> , 2018, , .	4.8	2
20	Consumersâ€™ Self-Contradictory Behaviors for Post-Purchase Product Configurations. <i>Journal of Marketing Theory and Practice</i> , 2019, 27, 19-37.	4.3	1
21	To explain or not: How process explanations impact assessments of predictors.. <i>Journal of Experimental Psychology: Applied</i> , 2020, 26, 144-157.	1.2	0