

Prashant Malaviya

List of Publications by Year in descending order

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Version: 2024-02-01

13
papers

842
citations

840776

11
h-index

1125743

13
g-index

13
all docs

13
docs citations

13
times ranked

480
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. <i>Journal of Marketing</i> , 1999, 63, 45.	11.3	248
2	Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. <i>Journal of Marketing</i> , 1999, 63, 45-60.	11.3	198
3	Information Accessibility as a Moderator of Judgments: The Role of Content versus Retrieval Ease. <i>Journal of Consumer Research</i> , 2005, 32, 76-85.	5.1	76
4	The Effect of Type of Elaboration on Advertisement Processing and Judgment. <i>Journal of Marketing Research</i> , 1996, 33, 410.	4.8	64
5	The Effect of Type of Elaboration on Advertisement Processing and Judgment. <i>Journal of Marketing Research</i> , 1996, 33, 410-421.	4.8	59
6	The Moderating Influence of Advertising Context on Ad Repetition Effects: The Role of Amount and Type of Elaboration. <i>Journal of Consumer Research</i> , 2007, 34, 32-40.	5.1	55
7	Parity Product Features Can Enhance or Dilute Brand Evaluation: The Influence of Goal Orientation and Presentation Format. <i>Journal of Consumer Research</i> , 2009, 36, 112-121.	5.1	32
8	Ad repetition in a cluttered environment: The influence of type of processing. <i>Psychology and Marketing</i> , 1999, 16, 99-118.	8.2	30
9	Title is missing!. <i>Marketing Letters</i> , 1998, 9, 93-106.	2.9	26
10	Do hedonic motives moderate regulatory focus motives? Evidence from the framing of persuasive messages.. <i>Journal of Personality and Social Psychology</i> , 2014, 106, 1-19.	2.8	25
11	The Influence of Choice Justification and Stimulus Meaningfulness on the Attraction Effect. <i>Journal of Marketing Theory and Practice</i> , 2002, 10, 20-29.	4.3	16
12	The Persuasive Impact of Message Spacing. <i>Journal of Consumer Psychology</i> , 1997, 6, 233-255.	4.5	9
13	Continuous and Discrete Variables. <i>Journal of Consumer Psychology</i> , 2001, 10, 37-53.	4.5	4