

# Prashant Malaviya

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10755175/publications.pdf>

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