

# Ann Kronrod

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10821313/publications.pdf>

Version: 2024-02-01

18  
papers

995  
citations

840776

11  
h-index

940533

16  
g-index

18  
all docs

18  
docs citations

18  
times ranked

819  
citing authors

#	ARTICLE	IF	CITATIONS
1	Go Green! Should Environmental Messages be So Assertive?. <i>Journal of Marketing</i> , 2012, 76, 95-102.	11.3	282
2	“Wii Will Rock You!” The Use and Effect of Figurative Language in Consumer Reviews of Hedonic and Utilitarian Consumption. <i>Journal of Consumer Research</i> , 2013, 40, 726-739.	5.1	195
3	Weapons of Mass Distraction: Optimal Innovation and Pleasure Ratings. <i>Metaphor and Symbol</i> , 2004, 19, 115-141.	1.0	173
4	Enjoy! Hedonic Consumption and Compliance with Assertive Messages. <i>Journal of Consumer Research</i> , 2012, 39, 51-61.	5.1	92
5	Is the Devil in the Details?. <i>Journal of Advertising</i> , 2012, 41, 103-117.	6.6	61
6	Accessibility theory and referring expressions in newspaper headlines. <i>Journal of Pragmatics</i> , 2001, 33, 683-699.	1.5	35
7	Evaluating the effectiveness of a water conservation campaign: Combining experimental and field methods. <i>Journal of Environmental Management</i> , 2016, 180, 335-343.	7.8	30
8	Does Sparing the Rod Spoil the Child? How Praising, Scolding, and an Assertive Tone Can Encourage Desired Behaviors. <i>Journal of Marketing Research</i> , 2016, 53, 433-441.	4.8	26
9	The Strength of Weak-Tie Consensus Language. <i>Journal of Marketing Research</i> , 2020, 57, 353-374.	4.8	25
10	Aesthetically (dis)pleasing visuals: A dual pathway to empathy and prosocial behavior. <i>International Journal of Research in Marketing</i> , 2019, 36, 83-99.	4.2	22
11	Sounds of Green: How Brand Name Sounds Metaphorically Convey Environmental Friendliness. <i>Journal of Advertising</i> , 2020, 49, 61-77.	6.6	17
12	Still Waters Run Deep: Comparing Assertive and Suggestive Language in Water Conservation Campaigns. <i>Water (Switzerland)</i> , 2018, 10, 275.	2.7	10
13	Tastl©-Nestl©, Toogle-Google: The effects of similarity to familiar brand names in brand name innovation. <i>Journal of Business Research</i> , 2016, 69, 1182-1189.	10.2	8
14	Think positive! Emotional response to assertiveness in positive and negative language promoting preventive health behaviors. <i>Psychology and Health</i> , 2022, 37, 1309-1326.	2.2	8
15	I'm so touched! Self-touch increases attitude extremity via self-focused attention. <i>Acta Psychologica</i> , 2019, 195, 12-21.	1.5	5
16	Linguistic Delight Promotes Eating Right: Figurative Language Increases Perceived Enjoyment and Encourages Healthier Food Choices. <i>Health Communication</i> , 2021, 36, 1898-1908.	3.1	5
17	Taking a Leaf Out of a Review: The Asymmetrical Link Between Linguistic Similarity and Attitude Certainty for Writers and Readers of Product Reviews. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
18	Under-standing: How embodied states shape inference-making. <i>Acta Psychologica</i> , 2021, 215, 103276.	1.5	0