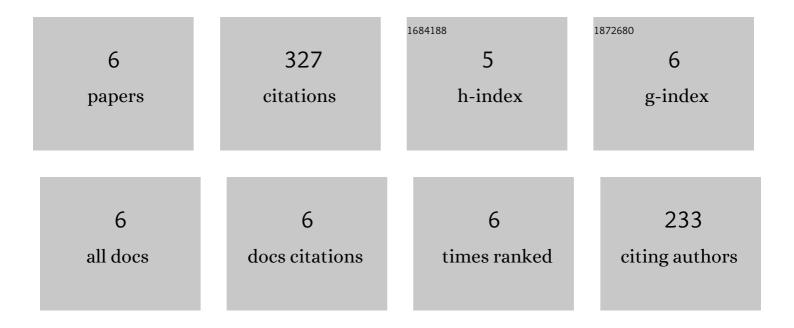
Kelly B Herd

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10880287/publications.pdf Version: 2024-02-01



KELLY R HEDD

#	Article	IF	CITATIONS
1	To Each His Own? How Comparisons with Others Influence Consumers' Evaluations of Their Self-Designed Products. Journal of Consumer Research, 2010, 36, 806-819.	5.1	138
2	It's the thought (and the Effort) That Counts: How Customizing for others Differs from Customizing for Oneself. Journal of Marketing, 2011, 75, 120-133.	11.3	103
3	A Review of Consumer Embarrassment as a Public and Private Emotion. Journal of Consumer Psychology, 2019, 29, 492-516.	4.5	33
4	Head versus Heart: The Effect of Objective versus Feelings-Based Mental Imagery on New Product Creativity. Journal of Consumer Research, 2019, 46, 36-52.	5.1	27
5	Wetting the bed at twentyâ€one: Embarrassment as a private emotion. Journal of Consumer Psychology, 2015, 25, 473-486.	4.5	25
6	The creative touch: the influence of haptics on creativity. Marketing Letters, 2023, 34, 113-124.	2.9	1