

Kelly B Herd

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10880287/publications.pdf>

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6
papers

327
citations

1684188

5
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

233
citing authors

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