

Theodore J Noseworthy

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11252980/publications.pdf>

Version: 2024-02-01

24
papers

1,137
citations

516710

16
h-index

610901

24
g-index

24
all docs

24
docs citations

24
times ranked

846
citing authors

#	ARTICLE	IF	CITATIONS
1	Place the Logo High or Low? Using Conceptual Metaphors of Power in Packaging Design. <i>Journal of Marketing</i> , 2014, 78, 138-151.	11.3	154
2	Isolated Environmental Cues and Product Efficacy Penalties: The Color Green and Eco-labels. <i>Journal of Business Ethics</i> , 2017, 143, 159-177.	6.0	99
3	The role of network centrality in the flow of consumer influence. <i>Journal of Consumer Psychology</i> , 2010, 20, 66-77.	4.5	95
4	The Role of Arousal in Congruity-Based Product Evaluation. <i>Journal of Consumer Research</i> , 2014, 41, 1108-1126.	5.1	95
5	Looks Interesting, but what does it Do? Evaluation of Incongruent Product form Depends on Positioning. <i>Journal of Marketing Research</i> , 2011, 48, 1008-1019.	4.8	94
6	Too Exciting to Fail, Too Sincere to Succeed: The Effects of Brand Personality on Sensory Disconfirmation. <i>Journal of Consumer Research</i> , 2016, 43, 44-67.	5.1	93
7	The Effects of Ad Context and Gender on the Identification of Visually Incongruent Products. <i>Journal of Consumer Research</i> , 2011, 38, 358-375.	5.1	92
8	Money Isn't Everything, but It Helps If It Doesn't Look Used: How the Physical Appearance of Money Influences Spending. <i>Journal of Consumer Research</i> , 2013, 39, 1330-1342.	5.1	72
9	How Readability Shapes Social Media Engagement. <i>Journal of Consumer Psychology</i> , 2019, 29, 262-270.	4.5	60
10	A Comparison of Ambient Casino Sound and Music: Effects on Dissociation and on Perceptions of Elapsed Time While Playing Slot Machines. <i>Journal of Gambling Studies</i> , 2009, 25, 331-342.	1.6	42
11	Why Consumers Don't see the Benefits of Genetically Modified Foods, and what Marketers can do about It. <i>Journal of Marketing</i> , 2018, 82, 125-140.	11.3	29
12	Contrasting rule-based and similarity-based category learning: The effects of mood and prior knowledge on ambiguous categorization. <i>Journal of Consumer Psychology</i> , 2011, 21, 362-371.	4.5	23
13	On the epidemic of food waste: Idealized prototypes and the aversion to misshapen fruits and vegetables. <i>Food Quality and Preference</i> , 2020, 86, 103999.	4.6	23
14	From a commodity to an experience: The moderating role of thematic positioning on congruity-based product judgment. <i>Psychology and Marketing</i> , 2010, 27, 465-486.	8.2	21
15	When Two Wrongs Make a Right: Using Conjunctive Enablers to Enhance Evaluations for Extremely Incongruent New Products. <i>Journal of Consumer Research</i> , 2018, 44, 1379-1396.	5.1	20
16	Does dirty money influence product valuations?. <i>Journal of Consumer Psychology</i> , 2015, 25, 304-310.	4.5	19
17	How context shapes category inferences and attribute preference for new ambiguous products. <i>Journal of Consumer Psychology</i> , 2012, 22, 529-544.	4.5	18
18	Asymmetric consequences of radical innovations on category representations of competing brands. <i>Journal of Consumer Psychology</i> , 2016, 26, 29-39.	4.5	17

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19	Compensating for Innovation: Extreme Product Incongruity Encourages Consumers to Affirm Unrelated Consumption Schemas. <i>Journal of Consumer Psychology</i> , 2020, 30, 77-95.	4.5	16
20	Supersize My Chances: Promotional Lotteries Impact Product Size Choices. <i>Journal of Consumer Psychology</i> , 2019, 29, 79-88.	4.5	14
21	If You Can't See the Forest for the Trees, You Might Just Cut Down the Forest: The Perils of Forced Choice on "Seemingly" Unethical Decision-Making. <i>Journal of Business Ethics</i> , 2013, 118, 515-527.	6.0	12
22	Content Hungry: How the Nutrition of Food Media Influences Social Media Engagement. <i>Journal of Consumer Psychology</i> , 2022, 32, 336-349.	4.5	11
23	How inferred contagion biases dispositional judgments of others. <i>Journal of Consumer Psychology</i> , 2017, 27, 195-206.	4.5	10
24	Your Fries are Less Fattening than Mine: How Food Sharing Biases Fattening Judgments Without Biasing Caloric Estimates. <i>Journal of Consumer Psychology</i> , 2021, 31, 773-783.	4.5	8