

Didem Kurt

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11345727/publications.pdf>

Version: 2024-02-01

10
papers

334
citations

1478505

6
h-index

1720034

7
g-index

10
all docs

10
docs citations

10
times ranked

337
citing authors

#	ARTICLE	IF	CITATIONS
1	The Influence of Friends on Consumer Spending: The Role of Agencyâ€™Communion Orientation and Self-Monitoring. Journal of Marketing Research, 2011, 48, 741-754.	4.8	142
2	Aggressive Marketing Strategy following Equity Offerings and Firm Value: The Role of Relative Strategic Flexibility. Journal of Marketing, 2013, 77, 57-74.	11.3	71
3	The Influence of Purchase Motivation on Perceived Preference Uniqueness and Assortment Size Choice. Journal of Consumer Research, 2018, 45, 710-724.	5.1	41
4	Mispredicting Othersâ€™ Valuations: Self-Other Difference in the Context of Endowment. Journal of Consumer Research, 2013, 40, 78-89.	5.1	38
5	Religious shoppers spend less money. Journal of Experimental Social Psychology, 2018, 78, 116-124.	2.2	23
6	The asymmetric effect of warranty payments on firm value: The moderating role of advertising, R&D, and industry concentration. International Journal of Research in Marketing, 2021, 38, 817-837.	4.2	10
7	Agency and Communion as a Framework to Understand Consumer Behavior. , 0, , 446-475.		7
8	Religion and informational influence: Evidence from individual tax behavior in the U.S.. Journal of Consumer Affairs, 2021, 55, 821-846.	2.3	2
9	Does Religion Have Relevance for Individual Tax Behavior in the U.S.? Evidence from Online Search and Chatter Activity. SSRN Electronic Journal, 0, , .	0.4	0
10	Income inequality and consumer preference for private labels versus national brands. Journal of the Academy of Marketing Science, 0, , .	11.2	0