

Susan M Broniarczyk

List of Publications by Year in descending order

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Version: 2024-02-01

23
papers

2,091
citations

430874

18
h-index

794594

19
g-index

23
all docs

23
docs citations

23
times ranked

1325
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction. <i>Journal of Marketing Research</i> , 1998, 35, 166-176.	4.8	349
2	Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction. <i>Journal of Marketing Research</i> , 1998, 35, 166.	4.8	278
3	The Role of Consumers' Intuitions in Inference Making. <i>Journal of Consumer Research</i> , 1994, 21, 393.	5.1	189
4	Perceptions of assortment variety: The effects of congruency between consumers' internal and retailers' external organization. <i>Journal of Retailing</i> , 2005, 81, 159-169.	6.2	150
5	Decision Difficulty in the Age of Consumer Empowerment. <i>Journal of Consumer Psychology</i> , 2014, 24, 608-625.	4.5	138
6	It's Not Me, It's You: How Gift Giving Creates Giver Identity Threat as a Function of Social Closeness. <i>Journal of Consumer Research</i> , 2011, 38, 164-181.	5.1	131
7	Choose, Choose, Choose, Choose, Choose, Choose, Choose: Emerging and Prospective Research on the Deleterious Effects of Living in Consumer Hyperchoice. <i>Journal of Business Ethics</i> , 2004, 52, 207-211.	6.0	116
8	So near and yet so far: The mental representation of goal progress. <i>Journal of Personality and Social Psychology</i> , 2012, 103, 225-241.	2.8	104
9	Recommendation or Evaluation? Task Sensitivity in Information Source Selection. <i>Journal of Consumer Research</i> , 2001, 28, 418-438.	5.1	96
10	The Reciprocal Effects of Brand Equity and Trivial Attributes. <i>Journal of Marketing Research</i> , 2003, 40, 161-175.	4.8	93
11	Theory versus Data in Prediction and Correlation Tasks. <i>Organizational Behavior and Human Decision Processes</i> , 1994, 57, 117-139.	2.5	89
12	Ask and You Shall (Not) Receive: Close Friends Prioritize Relational Signaling over Recipient Preferences in Their Gift Choices. <i>Journal of Marketing Research</i> , 2016, 53, 1001-1018.	4.8	59
13	Counteractive Construal in Consumer Goal Pursuit. <i>Journal of Consumer Research</i> , 2010, 37, 129-142.	5.1	52
14	Help or hinder? When recommendation signage expands consideration sets and heightens decision difficulty. <i>Journal of Consumer Psychology</i> , 2013, 23, 165-174.	4.5	50
15	From Close to Distant: The Dynamics of Interpersonal Relationships in Shared Goal Pursuit. <i>Journal of Consumer Research</i> , 2015, 41, 1252-1266.	5.1	46
16	Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/N Heuristic. <i>Journal of Marketing Research</i> , 2012, 49, 537-550.	4.8	41
17	Plan Format and Participation in 401(k) Plans: The Moderating Role of Investor Knowledge. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 254-268.	3.4	37
18	The Slippery Slope: The Impact of Feature Alignability on Search and Satisfaction. <i>Journal of Marketing Research</i> , 2010, 47, 323-334.	4.8	29

#	ARTICLE	IF	CITATIONS
19	Retail Assortment: More is Better. , 2006, , 225-238.		23
20	The complexities of consumer empowerment in the modern consumption environment. Current Opinion in Psychology, 2022, 46, 101333.	4.9	8
21	Product Assortment. , 0, , .		6
22	Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/N Heuristic. SSRN Electronic Journal, 2012, , .	0.4	4
23	Help or Hinder? When Recommendation Signage Expands Consideration Sets and Heightens Decision Difficulty. SSRN Electronic Journal, 0, , .	0.4	3