

Sanjay Sood

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11553031/publications.pdf>

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9
papers

892
citations

1040056

9
h-index

1474206

9
g-index

9
all docs

9
docs citations

9
times ranked

663
citing authors

#	ARTICLE	IF	CITATIONS
1	Subjective Knowledge in Consumer Financial Decisions. <i>Journal of Marketing Research</i> , 2013, 50, 303-316.	4.8	195
2	The Ownership Effect in Consumer Responses to Brand Line Stretches. <i>Journal of Marketing</i> , 1999, 63, 88-101.	11.3	189
3	Brand Extensions of Experiential Goods: Movie Sequel Evaluations. <i>Journal of Consumer Research</i> , 2006, 33, 352-360.	5.1	125
4	“Deep” and “Surface” Cues: Brand Extension Evaluations by Children and Adults. <i>Journal of Consumer Research</i> , 2002, 29, 129-141.	5.1	107
5	Comparison, Grouping, and Preference. <i>Psychological Science</i> , 1999, 10, 225-229.	3.3	101
6	The Effects of Brand Name Structure on Brand Extension Evaluations and Parent Brand Dilution. <i>Journal of Marketing Research</i> , 2012, 49, 373-382.	4.8	87
7	When Knowledge Is Demotivating. <i>Psychological Science</i> , 2014, 25, 1739-1747.	3.3	46
8	On Decisions That Lead to Decisions: Direct and Derived Evaluations of Preference. <i>Journal of Consumer Research</i> , 2004, 31, 17-25.	5.1	26
9	The Heart and the Head: On Choosing Experiences Intuitively and Possessions Deliberatively. <i>Journal of Behavioral Decision Making</i> , 2017, 30, 754-768.	1.7	16