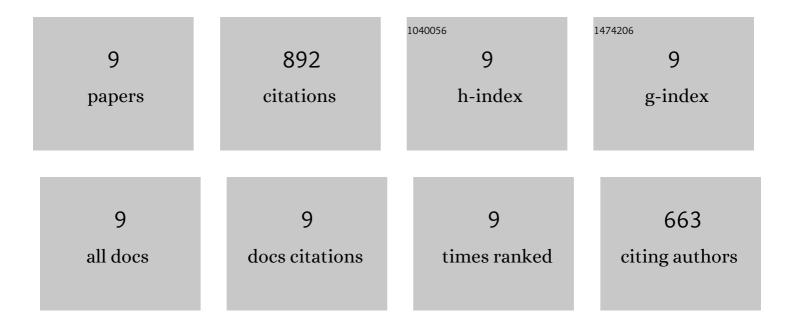
Sanjay Sood

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11553031/publications.pdf Version: 2024-02-01



SANIAY SOOD

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