

Sanjay Sood

List of Publications by Year in descending order

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Version: 2024-02-01

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 | 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 |
| 2 | When Knowledge Is Demotivating. <i>Psychological Science</i> , 2014, 25, 1739-1747. | 3.3 | 46 |
| 3 | Subjective Knowledge in Consumer Financial Decisions. <i>Journal of Marketing Research</i> , 2013, 50, 303-316. | 4.8 | 195 |
| 4 | 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 |
| 5 | Brand Extensions of Experiential Goods: Movie Sequel Evaluations. <i>Journal of Consumer Research</i> , 2006, 33, 352-360. | 5.1 | 125 |
| 6 | 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 |
| 7 | “Deep” and “Surface” Cues: Brand Extension Evaluations by Children and Adults. <i>Journal of Consumer Research</i> , 2002, 29, 129-141. | 5.1 | 107 |
| 8 | The Ownership Effect in Consumer Responses to Brand Line Stretches. <i>Journal of Marketing</i> , 1999, 63, 88-101. | 11.3 | 189 |
| 9 | Comparison, Grouping, and Preference. <i>Psychological Science</i> , 1999, 10, 225-229. | 3.3 | 101 |