

Joan Meyers-Levy

List of Publications by Year in descending order

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29
papers

6,724
citations

201575

27
h-index

477173

29
g-index

29
all docs

29
docs citations

29
times ranked

3287
citing authors

#	ARTICLE	IF	CITATIONS
1	Schema Congruity as a Basis for Product Evaluation. Journal of Consumer Research, 1989, 16, 39.	3.5	1,020
2	The Influence of Message Framing and Issue Involvement. Journal of Marketing Research, 1990, 27, 361-367.	3.0	654
3	Exploring Differences in Males' and Females' Processing Strategies. Journal of Consumer Research, 1991, 18, 63.	3.5	590
4	The Influence of Message Framing and Issue Involvement. Journal of Marketing Research, 1990, 27, 361.	3.0	498
5	Gender Differences in the Use of Message Cues and Judgments. Journal of Marketing Research, 1991, 28, 84-96.	3.0	414
6	Revisiting gender differences: What we know and what lies ahead. Journal of Consumer Psychology, 2015, 25, 129-149.	3.2	376
7	The Influence of Sex Roles on Judgment. Journal of Consumer Research, 1988, 14, 522.	3.5	341
8	Gender Differences in the Use of Message Cues and Judgments. Journal of Marketing Research, 1991, 28, 84.	3.0	290
9	Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. Journal of Marketing, 1999, 63, 45.	7.0	248
10	Understanding the Effects of Color: How the Correspondence between Available and Required Resources Affects Attitudes. Journal of Consumer Research, 1995, 22, 121.	3.5	233
11	Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. Journal of Marketing, 1999, 63, 45-60.	7.0	198
12	The Influence of Ceiling Height: The Effect of Priming on the Type of Processing That People Use. Journal of Consumer Research, 2007, 34, 174-186.	3.5	188
13	Exploring Message Framing Outcomes When Systematic, Heuristic, or Both Types of Processing Occur. Journal of Consumer Psychology, 2004, 14, 159-167.	3.2	173
14	Moderators of the Impact of Self-Reference on Persuasion. Journal of Consumer Research, 1996, 22, 408.	3.5	164
15	Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects. Journal of Consumer Research, 2007, 34, 89-96.	3.5	155
16	How Ambiguous Cropped Objects in Ad Photos can Affect Product Evaluations. Journal of Consumer Research, 1994, 21, 190.	3.5	152
17	A Two-Factor Explanation of Assimilation and Contrast Effects. Journal of Marketing Research, 1993, 30, 359-368.	3.0	143
18	Evaluating Persuasion-Enhancing Techniques from a Resource-Matching Perspective. Journal of Consumer Research, 1997, 24, 178-191.	3.5	140

#	ARTICLE	IF	CITATIONS
19	Distinguishing between the Meanings of Music: When Background Music Affects Product Perceptions. <i>Journal of Marketing Research</i> , 2005, 42, 333-345.	3.0	112
20	Gender differences in the meanings consumers infer from music and other aesthetic stimuli. <i>Journal of Consumer Psychology</i> , 2010, 20, 495-507.	3.2	106
21	Elaborating on Elaboration: The Distinction between Relational and Item- Specific Elaboration. <i>Journal of Consumer Research</i> , 1991, 18, 358.	3.5	95
22	Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations. <i>Journal of Marketing Research</i> , 1992, 29, 454-461.	3.0	85
23	When Timing Matters: The Influence of Temporal Distance on Consumers' Affective and Persuasive Responses. <i>Journal of Consumer Research</i> , 1992, 19, 424.	3.5	81
24	Low-Involvement Learning: Repetition and Coherence in Familiarity and Belief. <i>Journal of Consumer Psychology</i> , 2001, 11, 1-11.	3.2	75
25	Emotional Persuasion: When the Valence versus the Resource Demands of Emotions Influence Consumers' Attitudes. <i>Journal of Consumer Research</i> , 2009, 36, 585-599.	3.5	74
26	Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations. <i>Journal of Marketing Research</i> , 1992, 29, 454.	3.0	49
27	Ad repetition in a cluttered environment: The influence of type of processing. <i>Psychology and Marketing</i> , 1999, 16, 99-118.	4.6	30
28	Context Effects in Diverse-Category Brand Environments: The Influence of Target Product Positioning and Consumers' Processing Mind-Set. <i>Journal of Consumer Research</i> , 2008, 34, 882-896.	3.5	27
29	Using the Horizontal/Vertical Distinction to Advance Insights Into Consumer Psychology. <i>Journal of Consumer Psychology</i> , 2006, 16, 347-351.	3.2	13