

C Page Moreau

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12196842/publications.pdf>

Version: 2024-02-01

16
papers

2,130
citations

567281

15
h-index

940533

16
g-index

16
all docs

16
docs citations

16
times ranked

1404
citing authors

#	ARTICLE	IF	CITATIONS
1	Entrenched Knowledge Structures and Consumer Response to New Products. Journal of Marketing Research, 2001, 38, 14-29.	4.8	450
2	“What Is It?” Categorization Flexibility and Consumers' Responses to Really New Products. Journal of Consumer Research, 2001, 27, 489-498.	5.1	327
3	Thinking inside the Box: Why Consumers Enjoy Constrained Creative Experiences. Journal of Marketing Research, 2007, 44, 357-369.	4.8	262
4	From Fear to Loathing? How Emotion Influences the Evaluation and Early Use of Innovations. Journal of Marketing, 2006, 70, 44-57.	11.3	171
5	Facilitating and Rewarding Creativity during New Product Development. Journal of Marketing, 2011, 75, 53-67.	11.3	162
6	To Each His Own? How Comparisons with Others Influence Consumers' Evaluations of Their Self-Designed Products. Journal of Consumer Research, 2010, 36, 806-819.	5.1	138
7	JM as a Marketplace of Ideas. Journal of Marketing, 2019, 83, 1-7.	11.3	124
8	From Fear to Loathing? How Emotion Influences the Evaluation and Early Use of Innovations. Journal of Marketing, 2006, 70, 44-57.	11.3	120
9	It's the thought (and the Effort) That Counts: How Customizing for others Differs from Customizing for Oneself. Journal of Marketing, 2011, 75, 120-133.	11.3	103
10	Innovation Aesthetics: The Relationship between Category Cues, Categorization Certainty, and Newness Perceptions. Journal of Product Innovation Management, 2013, 30, 192-208.	9.5	60
11	Challenging the Boundaries of Marketing. Journal of Marketing, 2019, 83, 1-4.	11.3	59
12	The Downstream Consequences of Problem-Solving Mindsets: How Playing with LEGO Influences Creativity. Journal of Marketing Research, 2016, 53, 18-30.	4.8	54
13	The Effect of Experiential Analogies on Consumer Perceptions and Attitudes. Journal of Marketing Research, 2010, 47, 274-286.	4.8	44
14	Customization in Luxury Brands: Can Valentino Get Personal?. Journal of Marketing Research, 2020, 57, 937-947.	4.8	33
15	Inviting the Amateurs into the Studio: Understanding How Consumer Engagement in Product Design Creates Value. Journal of Product Innovation Management, 2011, 28, 409-410.	9.5	16
16	The past, present, and future of innovation research. Marketing Letters, 2020, 31, 187-198.	2.9	7