

Nicholas H Lurie

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1679807/publications.pdf>

Version: 2024-02-01

22
papers

2,969
citations

567281

15
h-index

713466

21
g-index

23
all docs

23
docs citations

23
times ranked

2330
citing authors

#	ARTICLE	IF	CITATIONS
1	Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods. <i>Journal of Marketing</i> , 2009, 73, 55-69.	11.3	547
2	Temporal Contiguity and Negativity Bias in the Impact of Online Word of Mouth. <i>Journal of Marketing Research</i> , 2013, 50, 463-476.	4.8	337
3	Putting one-to-one marketing to work: Personalization, customization, and choice. <i>Marketing Letters</i> , 2008, 19, 305-321.	2.9	318
4	Visual Representation: Implications for Decision Making. <i>Journal of Marketing</i> , 2007, 71, 160-177.	11.3	303
5	Gamification and Mobile Marketing Effectiveness. <i>Journal of Interactive Marketing</i> , 2016, 34, 25-36.	6.2	302
6	Decision Making in Information-Rich Environments: The Role of Information Structure. <i>Journal of Consumer Research</i> , 2004, 30, 473-486.	5.1	252
7	Is timely information always better? The effect of feedback frequency on decision making. <i>Organizational Behavior and Human Decision Processes</i> , 2009, 108, 315-329.	2.5	191
8	Listening to Strangers: Whose Responses are Valuable, how Valuable are They, and Why?. <i>Journal of Marketing Research</i> , 2008, 45, 425-436.	4.8	172
9	Network Characteristics and the Value of Collaborative User-Generated Content. <i>Marketing Science</i> , 2012, 31, 387-405.	4.1	134
10	Creation and Consumption of Mobile Word of Mouth: How Are Mobile Reviews Different?. <i>Marketing Science</i> , 2019, 38, 773-792.	4.1	105
11	Price-matching guarantees as signals of low store prices: survey and experimental evidence. <i>Journal of Retailing</i> , 2004, 80, 117-128.	6.2	103
12	Should Recommendation Agents Think Like People?. <i>Journal of Service Research</i> , 2006, 8, 297-315.	12.2	65
13	Price-Matching Guarantees and Consumer Evaluations of Price Information. <i>Journal of Consumer Psychology</i> , 2005, 15, 149-158.	4.5	35
14	The Case for Compatibility: Product Attitudes and Purchase Intentions for Upper versus Lowercase Brand Names. <i>Journal of Retailing</i> , 2018, 94, 393-407.	6.2	21
15	Everywhere and at All Times: Mobility, Consumer Decision-Making, and Choice. <i>Customer Needs and Solutions</i> , 2018, 5, 15-27.	0.8	19
16	Decision Quality Measures in Recommendation Agents Research. <i>Journal of Interactive Marketing</i> , 2011, 25, 110-122.	6.2	17
17	Using Technology to Persuade: Visual Representation Technologies and Consensus Seeking in Virtual Teams. <i>Information Systems Research</i> , 2019, 30, 948-962.	3.7	15
18	More Than Aesthetic: Visual Boundaries and Perceived Variety. <i>Journal of Retailing</i> , 2019, 95, 86-98.	6.2	13

#	ARTICLE	IF	CITATIONS
19	Simple Decision Aids and Consumer Decision Making. <i>Journal of Retailing</i> , 2014, 90, 511-523.	6.2	11
20	Combating Obesity in the Courts: Will Lawsuits against McDonald's Work?. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 299-306.	3.4	8
21	More Rational or More Emotional Than Others? Lay Beliefs About Decision-Making Strategies. <i>Journal of Consumer Psychology</i> , 2022, 32, 274-292.	4.5	1
22	Measuring Decision Quality Using Recommendation Agents. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0