

# 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	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
2	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
3	Creation and Consumption of Mobile Word of Mouth: How Are Mobile Reviews Different?. <i>Marketing Science</i> , 2019, 38, 773-792.	4.1	105
4	More Than Aesthetic: Visual Boundaries and Perceived Variety. <i>Journal of Retailing</i> , 2019, 95, 86-98.	6.2	13
5	Everywhere and at All Times: Mobility, Consumer Decision-Making, and Choice. <i>Customer Needs and Solutions</i> , 2018, 5, 15-27.	0.8	19
6	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
7	Gamification and Mobile Marketing Effectiveness. <i>Journal of Interactive Marketing</i> , 2016, 34, 25-36.	6.2	302
8	Simple Decision Aids and Consumer Decision Making. <i>Journal of Retailing</i> , 2014, 90, 511-523.	6.2	11
9	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
10	Network Characteristics and the Value of Collaborative User-Generated Content. <i>Marketing Science</i> , 2012, 31, 387-405.	4.1	134
11	Decision Quality Measures in Recommendation Agents Research. <i>Journal of Interactive Marketing</i> , 2011, 25, 110-122.	6.2	17
12	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
13	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
14	Putting one-to-one marketing to work: Personalization, customization, and choice. <i>Marketing Letters</i> , 2008, 19, 305-321.	2.9	318
15	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
16	Visual Representation: Implications for Decision Making. <i>Journal of Marketing</i> , 2007, 71, 160-177.	11.3	303
17	Should Recommendation Agents Think Like People?. <i>Journal of Service Research</i> , 2006, 8, 297-315.	12.2	65
18	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

#	ARTICLE	IF	CITATIONS
19	Price-Matching Guarantees and Consumer Evaluations of Price Information. Journal of Consumer Psychology, 2005, 15, 149-158.	4.5	35
20	Decision Making in Information-Rich Environments: The Role of Information Structure. Journal of Consumer Research, 2004, 30, 473-486.	5.1	252
21	Price-matching guarantees as signals of low store prices: survey and experimental evidence. Journal of Retailing, 2004, 80, 117-128.	6.2	103
22	Measuring Decision Quality Using Recommendation Agents. SSRN Electronic Journal, 0, , .	0.4	0