

# Henrik Hagtvedt

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3732208/publications.pdf>

Version: 2024-02-01

27  
papers

1,818  
citations

430874

18  
h-index

610901

24  
g-index

28  
all docs

28  
docs citations

28  
times ranked

1291  
citing authors

#	ARTICLE	IF	CITATIONS
1	Art Infusion: The Influence of Visual Art on the Perception and Evaluation of Consumer Products. <i>Journal of Marketing Research</i> , 2008, 45, 379-389.	4.8	374
2	Art for reward's sake: Visual art recruits the ventral striatum. <i>NeuroImage</i> , 2011, 55, 420-433.	4.2	236
3	The broad embrace of luxury: Hedonic potential as a driver of brand extendibility. <i>Journal of Consumer Psychology</i> , 2009, 19, 608-618.	4.5	211
4	The Impact of Incomplete Typeface Logos on Perceptions of the Firm. <i>Journal of Marketing</i> , 2011, 75, 86-93.	11.3	159
5	The Perception and Evaluation of Visual Art. <i>Empirical Studies of the Arts</i> , 2008, 26, 197-218.	1.7	90
6	Art and the brand: The role of visual art in enhancing brand extendibility. <i>Journal of Consumer Psychology</i> , 2008, 18, 212-222.	4.5	88
7	Cross-Modal Communication: Sound Frequency Influences Consumer Responses to Color Lightness. <i>Journal of Marketing Research</i> , 2016, 53, 551-562.	4.8	85
8	Gilt and Guilt: Should Luxury and Charity Partner at the Point of Sale?. <i>Journal of Retailing</i> , 2016, 92, 56-64.	6.2	75
9	Components of visual perception in marketing contexts: a conceptual framework and review. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 405-421.	11.2	72
10	âœœ Donâ€™tâ€™ versus âœœ Canâ€™tâ€™: When Empowered Refusal Motivates Goal-Directed Behavior. <i>Journal of Consumer Research</i> , 2012, 39, 371-381.	5.1	61
11	Consumer Response to Overstyling: Balancing Aesthetics and Functionality in Product Design. <i>Psychology and Marketing</i> , 2014, 31, 518-525.	8.2	52
12	Aesthetic Incongruity Resolution. <i>Journal of Marketing Research</i> , 2011, 48, 393-402.	4.8	41
13	Color Saturation Increases Perceived Product Size. <i>Journal of Consumer Research</i> , 0, , ucx039.	5.1	37
14	Living brands: consumer responses to animated brand logos. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 639-653.	11.2	35
15	Dark is durable, light is userâ€™friendly: The impact of color lightness on two product attribute judgments. <i>Psychology and Marketing</i> , 2020, 37, 864-875.	8.2	28
16	The allure of the hidden: How product unveiling confers value. <i>International Journal of Research in Marketing</i> , 2017, 34, 430-441.	4.2	25
17	Consumer responses to combined arousal-inducing stimuli. <i>International Journal of Research in Marketing</i> , 2016, 33, 213-215.	4.2	24
18	Turning Art Into Mere Illustration. <i>Personality and Social Psychology Bulletin</i> , 2011, 37, 1624-1632.	3.0	23

#	ARTICLE	IF	CITATIONS
19	Getting a second chance: the role of imagery in the influence of inaction regret on behavioral intent. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 181-190.	11.2	22
20	Aesthetically (dis)pleasing visuals: A dual pathway to empathy and prosocial behavior. <i>International Journal of Research in Marketing</i> , 2019, 36, 83-99.	4.2	22
21	Safe Together, Vulnerable Apart: How Interstitial Space in Text Logos Impacts Brand Attitudes in Tight versus Loose Cultures. <i>Journal of Consumer Research</i> , 2021, 48, 474-491.	5.1	21
22	Promotional phrases as questions versus statements: An influence of phrase style on product evaluation. <i>Journal of Consumer Psychology</i> , 2015, 25, 635-641.	4.5	16
23	How to say "no": Conviction and identity attributions in persuasive refusal. <i>International Journal of Research in Marketing</i> , 2012, 29, 390-394.	4.2	10
24	A brand (new) experience: art, aesthetics, and sensory effects. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 425-428.	11.2	7
25	Viewing challenging art lends meaning to life by stimulating integrative complexity. <i>Journal of Positive Psychology</i> , 2022, 17, 876-887.	4.0	3
26	Art enhances meaning by stimulating integrative complexity and aesthetic interest. <i>Behavioral and Brain Sciences</i> , 2017, 40, e364.	0.7	0
27	Shared Aesthetics: A Commentary on Collaborative Art. <i>Journal of the Association for Consumer Research</i> , 2019, 4, 336-336.	1.7	0