

Stefano Puntoni

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3956058/publications.pdf>

Version: 2024-02-01

24
papers

1,869
citations

516710

16
h-index

610901

24
g-index

24
all docs

24
docs citations

24
times ranked

1262
citing authors

#	ARTICLE	IF	CITATIONS
1	Identity-based consumer behavior. <i>International Journal of Research in Marketing</i> , 2012, 29, 310-321.	4.2	396
2	Consumers and Artificial Intelligence: An Experiential Perspective. <i>Journal of Marketing</i> , 2021, 85, 131-151.	11.3	314
3	Bilingualism and the Emotional Intensity of Advertising Language. <i>Journal of Consumer Research</i> , 2009, 35, 1012-1025.	5.1	179
4	Assessing Marketing Performance: Reasons for Metrics Selection. <i>Journal of Marketing Management</i> , 2004, 20, 475-498.	2.3	156
5	Man Versus Machine: Resisting Automation in Identity-Based Consumer Behavior. <i>Journal of Marketing Research</i> , 2018, 55, 818-831.	4.8	145
6	Meaning Matters. <i>Journal of Advertising</i> , 2010, 39, 51-64.	6.6	87
7	Preference for Human (vs. Robotic) Labor is Stronger in Symbolic Consumption Contexts. <i>Journal of Consumer Psychology</i> , 2021, 31, 72-80.	4.5	76
8	Psychological reactions to human versus robotic job replacement. <i>Nature Human Behaviour</i> , 2019, 3, 1062-1069.	12.0	74
9	Social Context and Advertising Memory. <i>Journal of Marketing Research</i> , 2007, 44, 284-296.	4.8	61
10	Customer Empowerment in the Digital Age: TABLE 1. <i>Journal of Advertising Research</i> , 2016, 56, 4-8.	2.1	56
11	Gender Identity Saliency and Perceived Vulnerability to Breast Cancer. <i>Journal of Marketing Research</i> , 2011, 48, 413-424.	4.8	55
12	Two Birds and One Stone. <i>Journal of Advertising</i> , 2011, 40, 25-42.	6.6	55
13	The Anchor Contraction Effect in International Marketing Research. <i>Journal of Marketing Research</i> , 2011, 48, 366-380.	4.8	52
14	Autonomy in consumer choice. <i>Marketing Letters</i> , 2020, 31, 429-439.	2.9	52
15	Categorization by groups and individuals. <i>Organizational Behavior and Human Decision Processes</i> , 2010, 112, 70-81.	2.5	19
16	Methodological Issues in Cross-Linguistic and Multilingual Advertising Research. <i>Journal of Advertising</i> , 2017, 46, 115-128.	6.6	19
17	The impact of cultural symbols and spokesperson identity on attitudes and intentions. <i>International Journal of Research in Marketing</i> , 2013, 30, 426-428.	4.2	18
18	Perceptions of Justice By Algorithms. <i>Artificial Intelligence and Law</i> , 2023, 31, 269-292.	4.0	15

#	ARTICLE	IF	CITATIONS
19	When and why we forget to buy. <i>Journal of Consumer Psychology</i> , 2016, 26, 363-380.	4.5	13
20	Choice and self: how synchronic and diachronic identity shape choices and decision making. <i>Marketing Letters</i> , 2014, 25, 281-291.	2.9	8
21	Advertising-Induced Embarrassment. <i>Journal of Advertising</i> , 2015, 44, 71-79.	6.6	8
22	Preference for Material Products in Identity-Based Consumption. <i>Journal of Consumer Psychology</i> , 2022, 32, 672-679.	4.5	7
23	Amazing Machines and the Quest for Meaning in Consumption. <i>NIM Marketing Intelligence Review</i> , 2018, 10, 18-23.	0.6	3
24	MAN VERSUS MACHINE: RESISTING AUTOMATION IN IDENTITY-BASED CONSUMER BEHAVIOR. <i>Journal of Marketing Research</i> , 2018, , .	4.8	1