

Pradeep K Korgaonkar

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4155003/publications.pdf>

Version: 2024-02-01

39
papers

1,598
citations

394421

19
h-index

361022

35
g-index

39
all docs

39
docs citations

39
times ranked

966
citing authors

#	ARTICLE	IF	CITATIONS
1	Title is missing!. Journal of Business and Psychology, 2003, 18, 101-120.	4.0	191
2	Web advertising: gender differences in beliefs, attitudes and behavior. Internet Research, 2003, 13, 375-385.	4.9	177
3	Beliefs, attitudes and behaviour towards Web advertising. International Journal of Advertising, 2002, 21, 87-113.	6.7	125
4	Effects of trust beliefs on consumers' online intentions. European Journal of Marketing, 2011, 45, 936-962.	2.9	103
5	Online retailing, product classifications, and consumer preferences. Internet Research, 2006, 16, 267-288.	4.9	98
6	Web usage, advertising, and shopping: relationship patterns. Internet Research, 2002, 12, 191-204.	4.9	85
7	Consumer shopping orientations, non-store retailers, and consumers' patronage intentions: A multivariate investigation. Journal of the Academy of Marketing Science, 1984, 12, 11-22.	11.2	71
8	An Experimental Study of Cognitive Dissonance, Product Involvement, Expectations, Performance and Consumer Judgement of Product Performance. Journal of Advertising, 1982, 11, 32-44.	6.6	65
9	Understanding consumers'™ social networking site usage. Journal of Marketing Management, 2014, 30, 571-605.	2.3	64
10	Influence of Product Class on Preference for Shopping on the Internet. Journal of Computer-Mediated Communication, 0, 8, 0-0.	3.3	62
11	Viral Advertising: Definitional Review and Synthesis. Journal of Internet Commerce, 2011, 10, 208-226.	5.5	53
12	The Influence of Perceived Product Risk on Consumers'™ e-Tailer Shopping Preference. Journal of Business and Psychology, 2007, 22, 55-64.	4.0	51
13	An Experimental Investigation of Internet Advertising and the Elaboration Likelihood Model. Journal of Current Issues and Research in Advertising, 2001, 23, 53-72.	4.3	50
14	iSpy? Tailored versus Invasive Ads and Consumers'™ Perceptions of Personalized Advertising. Electronic Commerce Research and Applications, 2018, 29, 64-77.	5.0	46
15	Web advertising and Hispanics. Journal of Consumer Marketing, 2001, 18, 134-152.	2.3	45
16	Direct marketing attitudes. Journal of Business Research, 1995, 34, 211-219.	10.2	44
17	Hispanics and direct marketing advertising. Journal of Consumer Marketing, 2000, 17, 137-157.	2.3	41
18	The Influence of Ethnic Identification in Digital Advertising. Journal of Advertising Research, 2010, 50, 279-291.	2.1	21

#	ARTICLE	IF	CITATIONS
19	Viral Advertising: A Field Experiment on Viral Intentions and Purchase Intentions. <i>Journal of Internet Commerce</i> , 2015, 14, 384-405.	5.5	20
20	Online piracy in the context of routine activities and subjective norms. <i>Journal of Marketing Management</i> , 2018, 34, 314-346.	2.3	20
21	Successful industrial advertising campaigns. <i>Industrial Marketing Management</i> , 1986, 15, 123-128.	6.7	19
22	Couple the buying and selling teams. <i>Industrial Marketing Management</i> , 1991, 20, 311-317.	6.7	19
23	Strategic market planning in a turbulent business environment. <i>Journal of Business Research</i> , 1987, 15, 339-358.	10.2	18
24	Hispanics and Patronage Preferences for Shopping From the Internet. <i>Journal of Computer-Mediated Communication</i> , 0, 9, 00-00.	3.3	16
25	Product classifications, consumer characteristics, and patronage preference for online auction. <i>Journal of Retailing and Consumer Services</i> , 2010, 17, 270-277.	9.4	12
26	Preventing shoplifting: Exploring online comments to propose a model. <i>Psychology and Marketing</i> , 2020, 37, 141-153.	8.2	12
27	Shopping orientations and patronage preferences for internet auctions. <i>International Journal of Retail and Distribution Management</i> , 2014, 42, 352-368.	4.7	11
28	The influence of product, manufacturer, and distributor characteristics on consumer interest in direct marketing offerings. <i>Journal of Direct Marketing</i> , 1989, 3, 27-33.	0.2	10
29	Management, Market, and Financial Factors Separating Winners and Losers in E-Business. <i>Journal of Computer-Mediated Communication</i> , 2006, 11, 1128-1149.	3.3	9
30	Product, Marketing and Web Site Attributes Discriminating Between Successful and Failed Internet Businesses. <i>Journal of Internet Commerce</i> , 2008, 7, 485-512.	5.5	9
31	Hispanic-Americans, Mobile Advertising and Mobile Services. <i>Journal of Promotion Management</i> , 2015, 21, 107-125.	3.4	7
32	Retail employee theft: When retail security alone is not enough. <i>Psychology and Marketing</i> , 2021, 38, 721-734.	8.2	7
33	Direct marketing: a comparison of Hispanic and non-Hispanic perspectives. <i>International Journal of Advertising</i> , 2001, 20, 25-47.	6.7	5
34	Hispanics and viral advertising. <i>Journal of Retailing and Consumer Services</i> , 2016, 32, 46-59.	9.4	5
35	Critical Factors to Successful Website Development. <i>International Journal of E-Business Research</i> , 2009, 5, 39-54.	1.0	3
36	The Hispanic View of E-mail, Popup, and Banner Advertising. <i>International Journal of E-Business Research</i> , 2010, 6, 45-58.	1.0	3

#	ARTICLE	IF	CITATIONS
37	The effects of acculturation on Hispanic Americans' perceptions of shoplifting. Journal of Retailing and Consumer Services, 2022, 68, 103006.	9.4	1
38	Critical Factors to Successful Website Development. , 0, , 361-377.		0
39	The Hispanic View of E-mail, Popup, and Banner Advertising. , 0, , 45-58.		0