

John G Lynch Jr

List of Publications by Year in descending order

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Version: 2024-02-01

79
papers

21,312
citations

61984

43
h-index

79698

73
g-index

80
all docs

80
docs citations

80
times ranked

13434
citing authors

#	ARTICLE	IF	CITATIONS
1	Creating Boundary-Breaking, Marketing-Relevant Consumer Research. <i>Journal of Marketing</i> , 2020, 84, 1-23.	11.3	93
2	Editorial: Relaunching Marketing Letters. <i>Marketing Letters</i> , 2020, 31, 311-314.	2.9	5
3	The past, present, and future of measurement and methods in marketing analysis. <i>Marketing Letters</i> , 2020, 31, 175-186.	2.9	15
4	On a Need-to-Know Basis: How the Distribution of Responsibility Between Couples Shapes Financial Literacy and Financial Outcomes. <i>Journal of Consumer Research</i> , 2019, 45, 1013-1036.	5.1	64
5	How Am I Doing? Perceived Financial Well-Being, Its Potential Antecedents, and Its Relation to Overall Well-Being. <i>Journal of Consumer Research</i> , 2018, 45, 68-89.	5.1	333
6	Intercultural competence and customer facial recognition. <i>Journal of Services Marketing</i> , 2018, 32, 570-580.	3.0	3
7	Behaviorally informed policies for household financial decisionmaking. <i>Behavioral Science and Policy</i> , 2017, 3, 26-40.	0.4	15
8	Questionnaire-based innovations in strategy research methods. <i>Strategic Management Journal</i> , 2016, 37, 3-9.	7.3	12
9	Expense Neglect in Forecasting Personal Finances. <i>Journal of Marketing Research</i> , 2016, 53, 535-550.	4.8	37
10	The effects of the online and offline purchase environment on consumer choice of familiar and unfamiliar brands. <i>International Journal of Research in Marketing</i> , 2016, 33, 702-705.	4.2	26
11	Median Splits, Type II Errors, and False Positive Consumer Psychology: Don't Fight the Power. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	2
12	Reflections on the Replication Corner: In Praise of Conceptual Replications. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	2
13	Mission Creep, Mission Impossible, or Mission of Honor? Consumer Behavior BDT Research in an Internet Age. <i>Journal of Marketing Behavior</i> , 2015, 1, 37-52.	0.4	4
14	Squeezed: Coping with Constraint through Efficiency and Prioritization. <i>Journal of Consumer Research</i> , 2015, 41, 1204-1227.	5.1	84
15	Pardon the Interruption: Goal Proximity, Perceived Spare Time, and Impatience. <i>Journal of Consumer Research</i> , 2015, 41, 1267-1283.	5.1	41
16	Reflections on the replication corner: In praise of conceptual replications. <i>International Journal of Research in Marketing</i> , 2015, 32, 333-342.	4.2	79
17	Median splits, Type II errors, and falseâ€“positive consumer psychology: Don't fight the power. <i>Journal of Consumer Psychology</i> , 2015, 25, 679-689.	4.5	93
18	Financial Literacy, Financial Education, and Downstream Financial Behaviors. <i>Management Science</i> , 2014, 60, 1861-1883.	4.1	1,208

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19	Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression. Journal of Marketing Research, 2013, 50, 277-288.	4.8	1,299
20	Business Journals Combat Coercive Citation. Science, 2012, 335, 1169-1169.	12.6	9
21	Knowledge creation in consumer research: Multiple routes, multiple criteria. Journal of Consumer Psychology, 2012, 22, 473-485.	4.5	86
22	Introduction to the Journal of Marketing Research Special Interdisciplinary Issue on Consumer Financial Decision Making. Journal of Marketing Research, 2011, 48, Siv-Sviii.	4.8	53
23	Reconsiderer Baron et Kenny: mythes et vÃ©ritÃ©s Ã propos de l'analyse de mÃ©diation. Recherche Et Applications En Marketing, 2011, 26, 81-95.	0.5	33
24	Individuals Exhibit the Planning Fallacy for Time But Not for Money. SSRN Electronic Journal, 2010, , .	0.4	10
25	A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and for Money. Journal of Consumer Research, 2010, 37, 108-128.	5.1	169
26	Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. Journal of Consumer Research, 2010, 37, 197-206.	5.1	7,716
27	Six of One, Half Dozen of the Other. Psychological Science, 2009, 20, 1074-1078.	3.3	107
28	As Time Goes By: Do Cold Feet Follow Warm Intentions for Really New versus Incrementally New Products?. Journal of Marketing Research, 2008, 45, 307-319.	4.8	146
29	How to Attract Customers by Giving Them the Short End of the Stick. Journal of Marketing Research, 2007, 44, 128-141.	4.8	32
30	Construing Consumer Decision Making. Journal of Consumer Psychology, 2007, 17, 107-112.	4.5	70
31	Accessibilityâ€Diagnosticity and the Multiple Pathway Anchoring and Adjustment Model. Journal of Consumer Research, 2006, 33, 25-27.	5.1	61
32	Special Issue Editors' Statement: Helping Consumers Help Themselves. Journal of Public Policy and Marketing, 2006, 25, 1-7.	3.4	45
33	Research Dialogue. Journal of Consumer Psychology, 2006, 16, 203-204.	4.5	0
34	When do you Want It? Time, Decisions, and Public Policy. Journal of Public Policy and Marketing, 2006, 25, 67-78.	3.4	101
35	Resource Slack and Propensity to Discount Delayed Investments of Time Versus Money.. Journal of Experimental Psychology: General, 2005, 134, 23-37.	2.1	300
36	The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?. Marketing Letters, 2005, 16, 347-360.	2.9	185

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37	How to Attract Customers by Giving Them the Short End of the Stick. SSRN Electronic Journal, 2005, , .	0.4	1
38	Learning by Collaborative and Individual-Based Recommendation Agents. Journal of Consumer Psychology, 2004, 14, 81-95.	4.5	61
39	Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity. Journal of Consumer Research, 2003, 30, 56-71.	5.1	194
40	Prior Knowledge and Complacency in New Product Learning. Journal of Consumer Research, 2002, 29, 416-426.	5.1	197
41	Escaping merger and acquisition madness. Strategy and Leadership, 2002, 30, 5-12.	0.5	14
42	Prior Knowledge and Complacency in New Product Learning. SSRN Electronic Journal, 2002, , .	0.4	3
43	Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity. SSRN Electronic Journal, 2002, , .	0.4	11
44	Error Detection by Industry-Specialized Teams during Sequential Audit Review. Journal of Accounting Research, 2002, 40, 883-900.	4.5	284
45	Wine Online: Search Costs and Competition on Price, Quality, and Distribution. SSRN Electronic Journal, 2001, , .	0.4	12
46	Unobserved Heterogeneity as an Alternative Explanation for "Reversal" Effects in Behavioral Research. Journal of Consumer Research, 2000, 27, 324-344.	5.1	117
47	Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution. Marketing Science, 2000, 19, 83-103.	4.1	713
48	Theory and External Validity. Journal of the Academy of Marketing Science, 1999, 27, 367-376.	11.2	193
49	Achat interactif Ã domicile : Quels avantages pour les consommateurs, les distributeurs et les producteurs prÃsents sur le marchÃ Ãlectronique?. Recherche Et Applications En Marketing, 1998, 13, 79-102.	0.5	7
50	Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. Journal of Marketing, 1997, 61, 38.	11.3	961
51	Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. Journal of Marketing, 1997, 61, 38-53.	11.3	1,375
52	Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility. Marketing Letters, 1997, 8, 323-334.	2.9	27
53	Advertising effects on consumer welfare: Prices paid and liking for brands selected. Marketing Letters, 1996, 7, 19-29.	2.9	59
54	A Bayesian Analysis of the Information Value of Manipulation and Confounding Checks in Theory Tests. Journal of Consumer Research, 1995, 21, 581.	5.1	29

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55	Toward a Reconciliation of Market Power and Information Theories of Advertising Effects on Price Elasticity. Journal of Consumer Research, 1995, 21, 644.	5.1	177
56	Communication Effects of Advertising Versus Direct Experience When Both Search and Experience Attributes are Present. Journal of Consumer Research, 1995, 21, 708.	5.1	286
57	Regulatory Measurement and Evaluation of Telephone Service Quality. Management Science, 1994, 40, 169-194.	4.1	39
58	Capturing and Creating Public Opinion in Survey Research. Journal of Consumer Research, 1993, 20, 316.	5.1	112
59	Hypothesized and Confounded Explanations in Theory Tests: A Bayesian Analysis. Journal of Consumer Research, 1992, 19, 139.	5.1	35
60	The measurement and encouragement of telephone service quality. Telecommunications Policy, 1992, 16, 210-224.	5.3	13
61	Inference Effects without Inference Making? Effects of Missing Information on Discounting and Use of Presented Information. Journal of Consumer Research, 1991, 17, 477.	5.1	154
62	Contrast Effects in Consumer Judgments: Changes in Mental Representations or in the Anchoring of Rating Scales?. Journal of Consumer Research, 1991, 18, 284.	5.1	205
63	Effects of cue consistency and value on base-rate utilization.. Journal of Personality and Social Psychology, 1989, 56, 170-181.	2.8	70
64	Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations. Journal of Consumer Research, 1988, 15, 169.	5.1	414
65	Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior.. Journal of Applied Psychology, 1988, 73, 421-435.	5.3	1,690
66	Validity and the Research Process. Journal of Marketing Research, 1986, 23, 394.	4.8	2
67	Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective. Journal of Marketing Research, 1985, 22, 1-19.	4.8	83
68	Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective. Journal of Marketing Research, 1985, 22, 1.	4.8	56
69	Context Effects on Judgment under Uncertainty. Journal of Consumer Research, 1984, 11, 668.	5.1	130
70	The Role of External Validity in Theoretical Research. Journal of Consumer Research, 1983, 10, 109.	5.1	102
71	Memory and Attentional Factors in Consumer Choice: Concepts and Research Methods. Journal of Consumer Research, 1982, 9, 18.	5.1	508
72	On the External Validity of Experiments in Consumer Research. Journal of Consumer Research, 1982, 9, 225.	5.1	357

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73	Why additive utility models fail as descriptions of choice behavior. Journal of Experimental Social Psychology, 1979, 15, 397-417.	2.2	34
74	Corrections to Lynch and Cohen.. Journal of Personality and Social Psychology, 1979, 37, 233-233.	2.8	0
75	The use of subjective expected utility theory as an aid to understanding variables that influence helping behavior.. Journal of Personality and Social Psychology, 1978, 36, 1138-1151.	2.8	38
76	The Effects of the Online and Offline Purchase Environment on Consumer Choice of Familiar and Unfamiliar Brands. SSRN Electronic Journal, 0, , .	0.4	0
77	On a Need-to-Know Basis: Divergent Trajectories of Financial Expertise in Couples and Effects on Independent Search and Decision Making. SSRN Electronic Journal, 0, , .	0.4	3
78	Expense Neglect Bias in Forecasting Personal Finances. SSRN Electronic Journal, 0, , .	0.4	0
79	Tis Not, Tis Not Tis So, Tis So: Rebuttal of Rebuttal by Iacobucci, Posavac, Kardes, Schneider, and Popovich (2015) on the Appropriateness of Median Splits. SSRN Electronic Journal, 0, , .	0.4	1