

# 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

71004

43  
h-index

90395

73  
g-index

80  
all docs

80  
docs citations

80  
times ranked

15324  
citing authors

#	ARTICLE	IF	CITATIONS
1	Creating Boundary-Breaking, Marketing-Relevant Consumer Research. <i>Journal of Marketing</i> , 2020, 84, 1-23.	7.0	93
2	Editorial: Relaunching Marketing Letters. <i>Marketing Letters</i> , 2020, 31, 311-314.	1.9	5
3	The past, present, and future of measurement and methods in marketing analysis. <i>Marketing Letters</i> , 2020, 31, 175-186.	1.9	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.	3.5	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.	3.5	333
6	Intercultural competence and customer facial recognition. <i>Journal of Services Marketing</i> , 2018, 32, 570-580.	1.7	3
7	Behaviorally informed policies for household financial decisionmaking. <i>Behavioral Science and Policy</i> , 2017, 3, 26-40.	1.8	15
8	Question-based innovations in strategy research methods. <i>Strategic Management Journal</i> , 2016, 37, 3-9.	4.7	12
9	Expense Neglect in Forecasting Personal Finances. <i>Journal of Marketing Research</i> , 2016, 53, 535-550.	3.0	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.	2.4	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.	3.5	84
15	Pardon the Interruption: Goal Proximity, Perceived Spare Time, and Impatience. <i>Journal of Consumer Research</i> , 2015, 41, 1267-1283.	3.5	41
16	Reflections on the replication corner: In praise of conceptual replications. <i>International Journal of Research in Marketing</i> , 2015, 32, 333-342.	2.4	79
17	Median splits, Type II errors, and false "positive consumer psychology: Don't fight the power. <i>Journal of Consumer Psychology</i> , 2015, 25, 679-689.	3.2	93
18	Financial Literacy, Financial Education, and Downstream Financial Behaviors. <i>Management Science</i> , 2014, 60, 1861-1883.	2.4	1,208

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19	Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression. <i>Journal of Marketing Research</i> , 2013, 50, 277-288.	3.0	1,299
20	Business Journals Combat Coercive Citation. <i>Science</i> , 2012, 335, 1169-1169.	6.0	9
21	Knowledge creation in consumer research: Multiple routes, multiple criteria. <i>Journal of Consumer Psychology</i> , 2012, 22, 473-485.	3.2	86
22	Introduction to the <i>Journal of Marketing Research</i> Special Interdisciplinary Issue on Consumer Financial Decision Making. <i>Journal of Marketing Research</i> , 2011, 48, Siv-Sviii.	3.0	53
23	Reconsiderer Baron et Kenny: mythes et vÃ©ritÃ©s Ã propos de l'analyse de mÃ©diation. <i>Recherche Et Applications En Marketing</i> , 2011, 26, 81-95.	0.2	33
24	Individuals Exhibit the Planning Fallacy for Time But Not for Money. <i>SSRN Electronic Journal</i> , 2010, , .	0.4	10
25	A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and for Money. <i>Journal of Consumer Research</i> , 2010, 37, 108-128.	3.5	169
26	Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. <i>Journal of Consumer Research</i> , 2010, 37, 197-206.	3.5	7,716
27	Six of One, Half Dozen of the Other. <i>Psychological Science</i> , 2009, 20, 1074-1078.	1.8	107
28	As Time Goes By: Do Cold Feet Follow Warm Intentions for Really New versus Incrementally New Products?. <i>Journal of Marketing Research</i> , 2008, 45, 307-319.	3.0	146
29	How to Attract Customers by Giving Them the Short End of the Stick. <i>Journal of Marketing Research</i> , 2007, 44, 128-141.	3.0	32
30	Construing Consumer Decision Making. <i>Journal of Consumer Psychology</i> , 2007, 17, 107-112.	3.2	70
31	Accessibilityâ€”Diagnosticity and the Multiple Pathway Anchoring and Adjustment Model. <i>Journal of Consumer Research</i> , 2006, 33, 25-27.	3.5	61
32	Special Issue Editors' Statement: Helping Consumers Help Themselves. <i>Journal of Public Policy and Marketing</i> , 2006, 25, 1-7.	2.2	45
33	Research Dialogue. <i>Journal of Consumer Psychology</i> , 2006, 16, 203-204.	3.2	0
34	When do you Want It? Time, Decisions, and Public Policy. <i>Journal of Public Policy and Marketing</i> , 2006, 25, 67-78.	2.2	101
35	Resource Slack and Propensity to Discount Delayed Investments of Time Versus Money.. <i>Journal of Experimental Psychology: General</i> , 2005, 134, 23-37.	1.5	300
36	The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?. <i>Marketing Letters</i> , 2005, 16, 347-360.	1.9	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.	3.2	61
39	Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity. Journal of Consumer Research, 2003, 30, 56-71.	3.5	194
40	Prior Knowledge and Complacency in New Product Learning. Journal of Consumer Research, 2002, 29, 416-426.	3.5	197
41	Escaping merger and acquisition madness. Strategy and Leadership, 2002, 30, 5-12.	0.3	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.	2.5	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.	3.5	117
47	Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution. Marketing Science, 2000, 19, 83-103.	2.7	713
48	Theory and External Validity. Journal of the Academy of Marketing Science, 1999, 27, 367-376.	7.2	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.	0.2	7
50	Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. Journal of Marketing, 1997, 61, 38.	7.0	961
51	Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. Journal of Marketing, 1997, 61, 38-53.	7.0	1,375
52	Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility. Marketing Letters, 1997, 8, 323-334.	1.9	27
53	Advertising effects on consumer welfare: Prices paid and liking for brands selected. Marketing Letters, 1996, 7, 19-29.	1.9	59
54	A Bayesian Analysis of the Information Value of Manipulation and Confounding Checks in Theory Tests. Journal of Consumer Research, 1995, 21, 581.	3.5	29

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55	Toward a Reconciliation of Market Power and Information Theories of Advertising Effects on Price Elasticity. <i>Journal of Consumer Research</i> , 1995, 21, 644.	3.5	177
56	Communication Effects of Advertising Versus Direct Experience When Both Search and Experience Attributes are Present. <i>Journal of Consumer Research</i> , 1995, 21, 708.	3.5	286
57	Regulatory Measurement and Evaluation of Telephone Service Quality. <i>Management Science</i> , 1994, 40, 169-194.	2.4	39
58	Capturing and Creating Public Opinion in Survey Research. <i>Journal of Consumer Research</i> , 1993, 20, 316.	3.5	112
59	Hypothesized and Confounded Explanations in Theory Tests: A Bayesian Analysis. <i>Journal of Consumer Research</i> , 1992, 19, 139.	3.5	35
60	The measurement and encouragement of telephone service quality. <i>Telecommunications Policy</i> , 1992, 16, 210-224.	2.6	13
61	Inference Effects without Inference Making? Effects of Missing Information on Discounting and Use of Presented Information. <i>Journal of Consumer Research</i> , 1991, 17, 477.	3.5	154
62	Contrast Effects in Consumer Judgments: Changes in Mental Representations or in the Anchoring of Rating Scales?. <i>Journal of Consumer Research</i> , 1991, 18, 284.	3.5	205
63	Effects of cue consistency and value on base-rate utilization.. <i>Journal of Personality and Social Psychology</i> , 1989, 56, 170-181.	2.6	70
64	Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations. <i>Journal of Consumer Research</i> , 1988, 15, 169.	3.5	414
65	Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior.. <i>Journal of Applied Psychology</i> , 1988, 73, 421-435.	4.2	1,690
66	Validity and the Research Process. <i>Journal of Marketing Research</i> , 1986, 23, 394.	3.0	2
67	Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective. <i>Journal of Marketing Research</i> , 1985, 22, 1-19.	3.0	83
68	Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective. <i>Journal of Marketing Research</i> , 1985, 22, 1.	3.0	56
69	Context Effects on Judgment under Uncertainty. <i>Journal of Consumer Research</i> , 1984, 11, 668.	3.5	130
70	The Role of External Validity in Theoretical Research. <i>Journal of Consumer Research</i> , 1983, 10, 109.	3.5	102
71	Memory and Attentional Factors in Consumer Choice: Concepts and Research Methods. <i>Journal of Consumer Research</i> , 1982, 9, 18.	3.5	508
72	On the External Validity of Experiments in Consumer Research. <i>Journal of Consumer Research</i> , 1982, 9, 225.	3.5	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.	1.3	34
74	Corrections to Lynch and Cohen.. Journal of Personality and Social Psychology, 1979, 37, 233-233.	2.6	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.	2.6	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