

# Haipeng Chen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5295039/publications.pdf>

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26  
papers

719  
citations

759233

12  
h-index

610901

24  
g-index

27  
all docs

27  
docs citations

27  
times ranked

518  
citing authors

#	ARTICLE	IF	CITATIONS
1	Well Known or Well Liked? The Effects of Corporate Reputation on Firm Value at the Onset of a Corporate Crisis. <i>Strategic Management Journal</i> , 2017, 38, 2103-2120.	7.3	118
2	When more is Less: The Impact of Base Value Neglect on Consumer Preferences for Bonus Packs over Price Discounts. <i>Journal of Marketing</i> , 2012, 76, 64-77.	11.3	101
3	When Two Plus Two Is Not Equal to Four: Errors in Processing Multiple Percentage Changes. <i>Journal of Consumer Research</i> , 2007, 34, 327-340.	5.1	91
4	Price Points and Price Rigidity. <i>Review of Economics and Statistics</i> , 2011, 93, 1417-1431.	4.3	78
5	When marketing strategy meets culture: the role of culture in product evaluations. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 384-402.	11.2	55
6	Close Encounters of Two Kinds: False Alarms and Dashed Hopes. <i>Marketing Science</i> , 2002, 21, 178-196.	4.1	53
7	Consumer reactions to price discounts across online shopping experiences. <i>Journal of Retailing and Consumer Services</i> , 2019, 51, 129-138.	9.4	43
8	Culture, Relationship Norms, and Dual Entitlement. <i>Journal of Consumer Research</i> , 2018, 45, 1-20.	5.1	35
9	Coupons or Free Shipping? Effects of Price Promotion Strategies on Online Review Ratings. <i>Information Systems Research</i> , 2021, 32, 633-652.	3.7	25
10	The Price of Power: How Firm's Market Power Affects Perceived Fairness of Price Increases. <i>Journal of Retailing</i> , 2020, 96, 220-234.	6.2	19
11	Not all price endings are created equal: Price points and asymmetric price rigidity. <i>Journal of Monetary Economics</i> , 2020, 110, 33-49.	3.4	17
12	On the Profitability of Stacked Discounts: Identifying Revenue and Cost Effects of Discount Framing. <i>Marketing Science</i> , 2019, 38, 317-342.	4.1	14
13	Choosing to Choose: The Effects of Decoys and Prior Choice on Deferral. <i>Management Science</i> , 2016, 62, 2952-2976.	4.1	13
14	Guess Who Buys Cheap? The Effect of Consumers' Goal Orientation on Product Preference. <i>Journal of Consumer Psychology</i> , 2020, 30, 506-514.	4.5	11
15	Keep it vague? New product preannouncement, regulatory focus, and word-of-mouth. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102847.	9.4	10
16	A tale of two brands: The joint effect of manufacturer and retailer brands on consumers' product evaluation. <i>Journal of Brand Management</i> , 2017, 24, 284-306.	3.5	7
17	Strategic responses of stigmatized Chinese manufacturing firms to formal and informal environmental regulative pressures through enhanced corporate social responsibility effort. <i>Corporate Social Responsibility and Environmental Management</i> , 2019, 26, 1235-1260.	8.7	7
18	How buyers forecast: Buyer-seller relationship as a boundary condition of the impact bias. <i>Marketing Letters</i> , 2012, 23, 31-45.	2.9	6

#	ARTICLE	IF	CITATIONS
19	Pollution Stigma and Manufacturing Firms's™ Disengagement Effort: Interactive Effects of Pressures From External Stakeholders. <i>Organization and Environment</i> , 2021, 34, 243-266.	4.3	4
20	In the Eye of the Beholder: The Interplay of Numeracy and Fluency in Consumer Response to 99-Ending Prices. <i>Journal of Consumer Research</i> , 2022, 48, 1050-1072.	5.1	4
21	A penny saved is a penny earned: How money's view and self's view jointly influence consumer financial behaviour. <i>International Journal of Consumer Studies</i> , 2022, 46, 449-458.	11.6	2
22	Stuck at zero: Price rigidity in a runaway inflation. <i>Economics Letters</i> , 2021, 204, 109885.	1.9	2
23	I Paid More than You (Before)?! The Effects of Self-Construal and Comparison Target on Price Unfairness Perceptions. <i>Customer Needs and Solutions</i> , 2020, 7, 12-18.	0.8	1
24	More or Less? Consumer Goal Orientation and Product Choice. <i>Customer Needs and Solutions</i> , 2021, 8, 16-26.	0.8	1
25	Cumulative impact neglect in processing sequential changes. <i>Journal of Consumer Psychology</i> , 2023, 33, 133-142.	4.5	1
26	Sunk Cost Bias and Time Inconsistency: A Strategic Analysis of Pricing Decisions. <i>Management Science</i> , 2023, 69, 2383-2400.	4.1	1