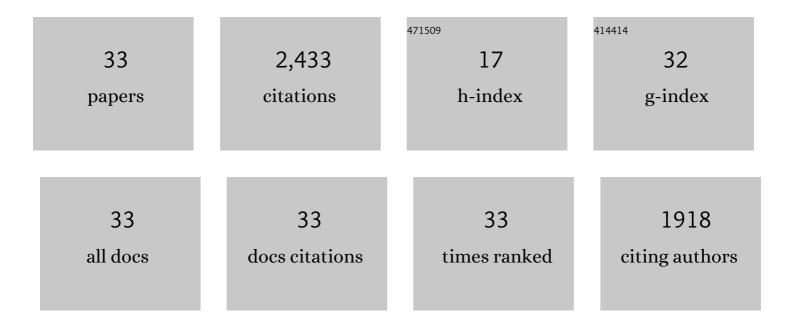
Suzanne B Shu

List of Publications by Year in descending order

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SHZANNE R SHIL

#	Article	IF	CITATIONS
1	Beyond nudges: Tools of a choice architecture. Marketing Letters, 2012, 23, 487-504.	2.9	621
2	The Effect of Mere Touch on Perceived Ownership. Journal of Consumer Research, 2009, 36, 434-447.	5.1	536
3	Psychological ownership and affective reaction: Emotional attachment process variables and the endowment effect. Journal of Consumer Psychology, 2011, 21, 439-452.	4.5	270
4	Evolution of Consumption: A Psychological Ownership Framework. Journal of Marketing, 2021, 85, 196-218.	11.3	136
5	Procrastination of Enjoyable Experiences. Journal of Marketing Research, 2010, 47, 933-944.	4.8	107
6	Caring for the Commons: Using Psychological Ownership to Enhance Stewardship Behavior for Public Goods. Journal of Marketing, 2021, 85, 33-49.	11.3	97
7	The rule of three: How the third event signals the emergence of a streak. Organizational Behavior and Human Decision Processes, 2007, 104, 113-121.	2.5	93
8	When and how aesthetics influences financial decisions. Journal of Consumer Psychology, 2010, 20, 452-458.	4.5	73
9	When Three Charms but Four Alarms: Identifying the Optimal Number of Claims in Persuasion Settings. Journal of Marketing, 2014, 78, 127-139.	11.3	65
10	Life expectancy as a constructed belief: Evidence of a live-to or die-by framing effect. Journal of Risk and Uncertainty, 2013, 46, 27-50.	1.5	59
11	Consumer decisions with artificially intelligent voice assistants. Marketing Letters, 2020, 31, 335-347.	2.9	51
12	Futureâ€biased search: the quest for the ideal. Journal of Behavioral Decision Making, 2008, 21, 352-377.	1.7	38
13	Using Insights From Behavioral Economics and Social Psychology to Help Patients Manage Chronic Diseases. Journal of General Internal Medicine, 2013, 28, 711-718.	2.6	38
14	Are Centers for Disease Control and Prevention Guidelines for Preexposure Prophylaxis Specific Enough? Formulation of a Personalized HIV Risk Score for Pre-Exposure Prophylaxis Initiation. Sexually Transmitted Diseases, 2017, 44, 49-57.	1.7	36
15	The role of perceived effectiveness on the acceptability of choice architecture. Behavioural Public Policy, 2020, 4, 50-70.	2.4	36
16	Consumer Preferences for Annuity Attributes: Beyond Net Present Value. Journal of Marketing Research, 2016, 53, 240-262.	4.8	29
17	Assessing Self-Control and Geosocial Networking App Behavior Among an Online Sample of Men Who Have Sex with Men. Journal of Urban Health, 2016, 93, 698-708.	3.6	22
18	The Benefits of Emergency Reserves: Greater Preference and Persistence for Goals that Have Slack with a Cost. Journal of Marketing Research, 2017, 54, 495-509.	4.8	22

SUZANNE B SHU

#	Article	IF	CITATIONS
19	Reference price and scarcity appeals and the use of multiple influence strategies in retail newspaper advertising. Social Influence, 2007, 2, 18-28.	1.6	16
20	Behaviorally informed policies for household financial decisionmaking. Behavioral Science and Policy, 2017, 3, 26-40.	0.4	15
21	Impact of a Patient-Centered Behavioral Economics Intervention on Hypertension Control in a Highly Disadvantaged Population: a Randomized Trial. Journal of General Internal Medicine, 2020, 35, 70-78.	2.6	11
22	Goal-directed versus outcome-based financial incentives for weight loss among low-income patients with obesity: rationale and design of the Financial Incentives foR Weight Reduction (FIReWoRk) randomised controlled trial. BMJ Open, 2019, 9, e025278.	1.9	10
23	Nudging persistence after failure through emergency reserves. Organizational Behavior and Human Decision Processes, 2021, 163, 17-29.	2.5	10
24	Psychological Ownership in Financial Decisions. , 2018, , 165-176.		8
25	The Psychology of Decumulation Decisions During Retirement. Policy Insights From the Behavioral and Brain Sciences, 2018, 5, 216-223.	2.4	7
26	Reducing cardiovascular risk among people living with HIV: Rationale and design of the INcreasing Statin Prescribing in HIV Behavioral Economics REsearch (INSPIRE) randomized controlled trial. Progress in Cardiovascular Diseases, 2020, 63, 109-117.	3.1	7
27	The Effect of Perceived Similarity on Sequential Risk Taking. Journal of Marketing Research, 2018, 55, 916-933.	4.8	4
28	Mementos and the endowment effect. Journal of Behavioral Decision Making, 2023, 36, .	1.7	4
29	Using aesthetics and self-affirmation to encourage openness to risky (and safe) choices Journal of Experimental Psychology: Applied, 2014, 20, 22-39.	1.2	3
30	Occasion Matching of Indulgences. Journal of Marketing Behavior, 2018, 3, 211-239.	0.4	3
31	Protocol for pragmatic randomised trial: integrating electronic health record-based behavioural economic â€nudges' into the electronic health record to reduce preoperative testing for patients undergoing cataract surgery. BMJ Open, 2021, 11, e049568.	1.9	3
32	The pivotal role of fairness: Which consumers like annuities?. Financial Planning Review, 2018, 1, e1019.	2.0	2
33	Commentary: Incorporating Memory Processes into the Modeling of Habits. Journal of the Association for Consumer Research, 2017, 2, 306-308.	1.7	1