

Suzanne B Shu

List of Publications by Year in descending order

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33
papers

2,433
citations

471509

17
h-index

414414

32
g-index

33
all docs

33
docs citations

33
times ranked

1918
citing authors

#	ARTICLE	IF	CITATIONS
1	Beyond nudges: Tools of a choice architecture. <i>Marketing Letters</i> , 2012, 23, 487-504.	2.9	621
2	The Effect of Mere Touch on Perceived Ownership. <i>Journal of Consumer Research</i> , 2009, 36, 434-447.	5.1	536
3	Psychological ownership and affective reaction: Emotional attachment process variables and the endowment effect. <i>Journal of Consumer Psychology</i> , 2011, 21, 439-452.	4.5	270
4	Evolution of Consumption: A Psychological Ownership Framework. <i>Journal of Marketing</i> , 2021, 85, 196-218.	11.3	136
5	Procrastination of Enjoyable Experiences. <i>Journal of Marketing Research</i> , 2010, 47, 933-944.	4.8	107
6	Caring for the Commons: Using Psychological Ownership to Enhance Stewardship Behavior for Public Goods. <i>Journal of Marketing</i> , 2021, 85, 33-49.	11.3	97
7	The rule of three: How the third event signals the emergence of a streak. <i>Organizational Behavior and Human Decision Processes</i> , 2007, 104, 113-121.	2.5	93
8	When and how aesthetics influences financial decisions. <i>Journal of Consumer Psychology</i> , 2010, 20, 452-458.	4.5	73
9	When Three Charms but Four Alarms: Identifying the Optimal Number of Claims in Persuasion Settings. <i>Journal of Marketing</i> , 2014, 78, 127-139.	11.3	65
10	Life expectancy as a constructed belief: Evidence of a live-to or die-by framing effect. <i>Journal of Risk and Uncertainty</i> , 2013, 46, 27-50.	1.5	59
11	Consumer decisions with artificially intelligent voice assistants. <i>Marketing Letters</i> , 2020, 31, 335-347.	2.9	51
12	Future-biased search: the quest for the ideal. <i>Journal of Behavioral Decision Making</i> , 2008, 21, 352-377.	1.7	38
13	Using Insights From Behavioral Economics and Social Psychology to Help Patients Manage Chronic Diseases. <i>Journal of General Internal Medicine</i> , 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. <i>Sexually Transmitted Diseases</i> , 2017, 44, 49-57.	1.7	36
15	The role of perceived effectiveness on the acceptability of choice architecture. <i>Behavioural Public Policy</i> , 2020, 4, 50-70.	2.4	36
16	Consumer Preferences for Annuity Attributes: Beyond Net Present Value. <i>Journal of Marketing Research</i> , 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. <i>Journal of Urban Health</i> , 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. <i>Journal of Marketing Research</i> , 2017, 54, 495-509.	4.8	22

#	ARTICLE	IF	CITATIONS
19	Reference price and scarcity appeals and the use of multiple influence strategies in retail newspaper advertising. <i>Social Influence</i> , 2007, 2, 18-28.	1.6	16
20	Behaviorally informed policies for household financial decisionmaking. <i>Behavioral Science and Policy</i> , 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. <i>Journal of General Internal Medicine</i> , 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. <i>BMJ Open</i> , 2019, 9, e025278.	1.9	10
23	Nudging persistence after failure through emergency reserves. <i>Organizational Behavior and Human Decision Processes</i> , 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. <i>Policy Insights From the Behavioral and Brain Sciences</i> , 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. <i>Progress in Cardiovascular Diseases</i> , 2020, 63, 109-117.	3.1	7
27	The Effect of Perceived Similarity on Sequential Risk Taking. <i>Journal of Marketing Research</i> , 2018, 55, 916-933.	4.8	4
28	Mementos and the endowment effect. <i>Journal of Behavioral Decision Making</i> , 2023, 36, .	1.7	4
29	Using aesthetics and self-affirmation to encourage openness to risky (and safe) choices.. <i>Journal of Experimental Psychology: Applied</i> , 2014, 20, 22-39.	1.2	3
30	Occasion Matching of Indulgences. <i>Journal of Marketing Behavior</i> , 2018, 3, 211-239.	0.4	3
31	Protocol for pragmatic randomised trial: integrating electronic health record-based behavioural economic "nudges"™ into the electronic health record to reduce preoperative testing for patients undergoing cataract surgery. <i>BMJ Open</i> , 2021, 11, e049568.	1.9	3
32	The pivotal role of fairness: Which consumers like annuities?. <i>Financial Planning Review</i> , 2018, 1, e1019.	2.0	2
33	Commentary: Incorporating Memory Processes into the Modeling of Habits. <i>Journal of the Association for Consumer Research</i> , 2017, 2, 306-308.	1.7	1