

Kuangjie Zhang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6587576/publications.pdf>

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7
papers

272
citations

1478505

6
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

290
citing authors

#	ARTICLE	IF	CITATIONS
1	Sizes Are Gendered: The Effect of Size Cues in Brand Names on Brand Stereotyping. Journal of Consumer Research, 2022, 49, 252-267.	5.1	15
2	Indulgent Consumption Signals Interpersonal Warmth. Journal of Marketing Research, 2022, 59, 1179-1196.	4.8	4
3	Do Promotions Make Consumers More Generous? The Impact of Price Promotions on Consumers' Donation Behavior. Journal of Marketing, 2021, 85, 240-255.	11.3	19
4	When numbers make you feel: Impact of round versus precise numbers on preventive health behaviors. Organizational Behavior and Human Decision Processes, 2019, 150, 101-111.	2.5	11
5	This Number Just Feels Right: The Impact of Roundedness of Price Numbers on Product Evaluations. Journal of Consumer Research, 2015, 41, 1172-1185.	5.1	107
6	The propagation of self-control: Self-control in one domain simultaneously improves self-control in other domains.. Journal of Experimental Psychology: General, 2015, 144, 639-654.	2.1	77
7	Unconscious creativity: When can unconscious thought outperform conscious thought?. Journal of Consumer Psychology, 2012, 22, 573-581.	4.5	39