

# Amitava Chattopadhyay

## List of Publications by Year in descending order

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Version: 2024-02-01

55  
papers

4,265  
citations

126907

33  
h-index

189892

50  
g-index

70  
all docs

70  
docs citations

70  
times ranked

2557  
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of Color as an Executional Cue in Advertising: They're in the Shade. <i>Management Science</i> , 1997, 43, 1387-1400.	4.1	305
2	Waiting for the Web: How Screen Color Affects Time Perception. <i>Journal of Marketing Research</i> , 2004, 41, 215-225.	4.8	265
3	Consumer Control and Empowerment: A Primer. <i>Marketing Letters</i> , 2002, 13, 297-305.	2.9	262
4	Rethinking Marketing Programs for Emerging Markets. <i>Long Range Planning</i> , 2002, 35, 457-474.	4.9	215
5	Effects of Context and Part-Category Cues on Recall of Competing Brands. <i>Journal of Marketing Research</i> , 1985, 22, 340-349.	4.8	182
6	Does Your Company Have the Right Logo? How and Why Circular- and Angular-Logo Shapes Influence Brand Attribute Judgments. <i>Journal of Consumer Research</i> , 2016, 42, 709-726.	5.1	179
7	Facilitating and Rewarding Creativity during New Product Development. <i>Journal of Marketing</i> , 2011, 75, 53-67.	11.3	162
8	The Situational Importance of Recall and Inference in Consumer Decision Making. <i>Journal of Consumer Research</i> , 1988, 15, 1.	5.1	160
9	Humor in Advertising: The Moderating Role of Prior Brand Evaluation. <i>Journal of Marketing Research</i> , 1990, 27, 466-476.	4.8	159
10	Salience Effects in Brand Recall. <i>Journal of Marketing Research</i> , 1986, 23, 363-369.	4.8	145
11	Humor in Advertising: The Moderating Role of Prior Brand Evaluation. <i>Journal of Marketing Research</i> , 1990, 27, 466.	4.8	145
12	The different roles of product originality and usefulness in generating word-of-mouth. <i>International Journal of Research in Marketing</i> , 2011, 28, 109-119.	4.2	145
13	Salience Effects in Brand Recall. <i>Journal of Marketing Research</i> , 1986, 23, 363.	4.8	144
14	The Use of Visual Mental Imagery in New Product Design. <i>Journal of Marketing Research</i> , 1999, 36, 18-28.	4.8	143
15	The Persuasive Role of Incidental Similarity on Attitudes and Purchase Intentions in a Sales Context. <i>Journal of Consumer Research</i> , 2010, 36, 778-791.	5.1	143
16	Effects of Context and Part-Category Cues on Recall of Competing Brands. <i>Journal of Marketing Research</i> , 1985, 22, 340.	4.8	136
17	On the Perceived Value of Money: The Reference Dependence of Currency Numerosity Effects. <i>Journal of Consumer Research</i> , 2007, 34, 1-10.	5.1	121
18	The Use of Visual Mental Imagery in New Product Design. <i>Journal of Marketing Research</i> , 1999, 36, 18.	4.8	105

#	ARTICLE	IF	CITATIONS
19	Name Letter Branding: Valence Transfers When Product Specific Needs Are Active. Journal of Consumer Research, 2005, 32, 405-415.	5.1	105
20	To Zap or Not to Zap: A Study of the Determinants of Channel Switching During Commercials. Marketing Science, 1998, 17, 124-138.	4.1	92
21	Managing Brand Experience: The Market Contact Audit. Journal of Advertising Research, 2005, 45, 9.	2.1	87
22	Hearing Voices: The Impact of Announcer Speech Characteristics on Consumer Response to Broadcast Advertising. Journal of Consumer Psychology, 2003, 13, 198-204.	4.5	82
23	Does Attitude Toward the Ad Endure? The Moderating Effects of Attention and Delay. Journal of Consumer Research, 1992, 19, 26.	5.1	78
24	The impact of moods generated by television programs on responses to advertising. Psychology and Marketing, 1991, 8, 59-77.	8.2	72
25	The Importance and Functional Significance of Affective Cues in Consumer Choice. Journal of Consumer Research, 2006, 33, 322-328.	5.1	69
26	The importance of visualisation in concept design. Design Studies, 2001, 22, 5-26.	3.1	51
27	Pursuing Attainment versus Maintenance Goals: The Interplay of Self-Construal and Goal Type on Consumer Motivation. Journal of Consumer Research, 2015, 42, 93-108.	5.1	46
28	When does comparative advertising influence brand attitude? The role of delay and market position. Psychology and Marketing, 1998, 15, 461-475.	8.2	41
29	Category structure, brand recall, and choice. International Journal of Research in Marketing, 2001, 18, 191-202.	4.2	40
30	A global brand management roadmap. International Journal of Research in Marketing, 2012, 29, 1-4.	4.2	40
31	Unconscious creativity: When can unconscious thought outperform conscious thought?. Journal of Consumer Psychology, 2012, 22, 573-581.	4.5	39
32	The Offer Framing Effect: Choosing Single versus Bundled Offerings Affects Variety Seeking. Journal of Consumer Research, 2014, 41, 953-964.	5.1	38
33	Assessment of malnutrition among adolescents: Can BMI be replaced by MUAC. Indian Journal of Community Medicine, 2010, 35, 276.	0.4	37
34	Transitions in Preference over Time: The Effects of Memory on Message Persuasiveness. Journal of Marketing Research, 1992, 29, 406-416.	4.8	33
35	Category Activation Model: A Spreading Activation Network Model of Subcategory Positioning When Categorization Uncertainty Is High. Journal of Consumer Research, 2009, 36, 122-136.	5.1	32
36	When Busy Is Less Indulging: Impact of Busy Mindset on Self-Control Behaviors. Journal of Consumer Research, 2019, 45, 933-952.	5.1	32

#	ARTICLE	IF	CITATIONS
37	Just Give Me Another Chance: The Strategies for Brand Recovery from a Bad First Impression. <i>Journal of Marketing Research</i> , 2007, 44, 334-345.	4.8	23
38	Defensive reactions to slim female images in advertising: The moderating role of mode of exposure. <i>Organizational Behavior and Human Decision Processes</i> , 2013, 120, 37-46.	2.5	16
39	Transitions in Preference over Time: The Effects of Memory on Message Persuasiveness. <i>Journal of Marketing Research</i> , 1992, 29, 406.	4.8	15
40	Valuing time: Moderate download times can improve online goal pursuit. <i>Journal of Consumer Psychology</i> , 2009, 19, 236-245.	4.5	13
41	Music, music videos, and wear out. <i>Psychology and Marketing</i> , 1993, 10, 1-13.	8.2	12
42	Attainment versus maintenance goals: Perceived difficulty and impact on goal choice. <i>Organizational Behavior and Human Decision Processes</i> , 2018, 149, 17-34.	2.5	11
43	"Marketing Strategy and Differential Advantage": A Comment. <i>Journal of Marketing</i> , 1985, 49, 129.	11.3	7
44	Roses are Red and Violets are Blue - Everywhere? Cultural Differences and Universals in Color Preference and Choice Among Consumers and Marketing Managers. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	6
45	Grupo Britt N.V.: should it seek to expand business in the USA?. <i>Academia Revista Latinoamericana De Administracion</i> , 2013, 26, 373-394.	1.1	6
46	Unexpected-Framing Effect: Impact of Framing a Product Benefit as Unexpected on Product Desire. <i>Journal of Consumer Research</i> , 2019, 46, 223-245.	5.1	6
47	Color in Advertising. <i>SSRN Electronic Journal</i> , 1993, , .	0.4	4
48	Hearing Voices: The Impact of Announcer Speech Characteristics on Consumer Response to Broadcast Advertising. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	4
49	Does the Crowd Support Innovation? Innovation Claims and Success on Kickstarter. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4
50	Marketing Pharmaceuticals to Developing Nations: Research Issues and a Framework for Public Policy. <i>Canadian Journal of Administrative Sciences</i> , 1995, 12, 300-313.	1.5	2
51	Download Times on the Internet: Does Being Relaxed Make Time Go Faster?. <i>SSRN Electronic Journal</i> , 2002, , .	0.4	1
52	Going With Your 'Gut Feeling': The Importance and Functional Significance of Affective Cues in Consumer Judgment and Choice. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
53	CAM: A Spreading Activation Network Model of Subcategory Construction when Categorization Uncertainty is High. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
54	Homogenization and Cultural Differentiation of Customer Expectations in Global Segments: The Case of Business Executives. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	0

#	ARTICLE	IF	CITATIONS
55	Understanding the Roles of Intrinsic Motivation, Monetary Rewards, and Creative-Thinking Skills in New Product Design. SSRN Electronic Journal, 0, , .	0.4	0