

# Melissa Guerrero Witt

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7715655/publications.pdf>

Version: 2024-02-01

26  
papers

1,820  
citations

471509

17  
h-index

677142

22  
g-index

27  
all docs

27  
docs citations

27  
times ranked

1928  
citing authors

#	ARTICLE	IF	CITATIONS
1	Facts-up-front: should food companies follow the FDA or industry label format? The effects of combining virtue and vice information on consumer evaluations. <i>Marketing Letters</i> , 2019, 30, 321-334.	2.9	6
2	Commentary: Studying Consumer Habits in the Field: Some Suggestions for Conducting Industry-Supported Research. <i>Journal of the Association for Consumer Research</i> , 2017, 2, 371-374.	1.7	2
3	Managing sub-branding affect transfer: the role of consideration set size and brand loyalty. <i>Marketing Letters</i> , 2016, 27, 103-113.	2.9	18
4	Differential responses of loyal versus habitual consumers towards mobile site personalization on privacy management. <i>Computers in Human Behavior</i> , 2016, 56, 281-288.	8.5	18
5	Serving yourself: value self-creation in health care service. <i>Journal of Services Marketing</i> , 2016, 30, 586-600.	3.0	58
6	The Ant and the Grasshopper: Understanding Personal Saving Orientation of Consumers. <i>Journal of Consumer Research</i> , 2016, 43, 134-155.	5.1	48
7	The relationship between human capital, value creation and employee reward. <i>Journal of Intellectual Capital</i> , 2015, 16, 390-418.	5.4	53
8	Employerâ€™Employee Congruence in Environmental Values: An Exploration of Effects on Job Satisfaction and Creativity. <i>Journal of Business Ethics</i> , 2015, 130, 117-130.	6.0	89
9	Saving in Cycles. <i>Psychological Science</i> , 2014, 25, 531-537.	3.3	23
10	The Consequences and Correction of Inflation in Personal Savings Estimates in Specific Future Time Frames. <i>Journal of Behavioral Decision Making</i> , 2013, 26, 139-151.	1.7	0
11	Money Buys Financial Security and Psychological Need Satisfaction: Testing Need Theory in Affluence. <i>Social Indicators Research</i> , 2013, 110, 17-29.	2.7	38
12	Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit. <i>Journal of Marketing</i> , 2013, 77, 21-36.	11.3	126
13	When impediments make you jump rather than stumble: Regulatory nonfit, implementation intentions, and goal attainment. <i>Marketing Letters</i> , 2012, 23, 93-107.	2.9	9
14	New Product Team Decision Making: Regulatory Focus Effects on Number, Type, and Timing Decisions<sup>*</sup>. <i>Journal of Product Innovation Management</i> , 2011, 28, 623-640.	9.5	27
15	Delay and duration effects of time frames on personal savings estimates and behavior. <i>Organizational Behavior and Human Decision Processes</i> , 2011, 114, 142-152.	2.5	21
16	When planning is not enough: The self-regulatory effect of implementation intentions on changing snacking habits.. <i>Health Psychology</i> , 2010, 29, 284-292.	1.6	51
17	Cost effectiveness and tradeoff on the use of rainwater tank: An empirical study in Australian residential decision-making. <i>Resources, Conservation and Recycling</i> , 2010, 54, 178-186.	10.8	79
18	Project feasibility study: the key to successful implementation of sustainable and socially responsible construction management practice. <i>Journal of Cleaner Production</i> , 2010, 18, 254-259.	9.3	306

#	ARTICLE	IF	CITATIONS
19	Cross-cultural comparison of concrete recycling decision-making and implementation in construction industry. <i>Waste Management</i> , 2010, 30, 291-297.	7.4	37
20	To Change or Not To Change: How Regulatory Focus Affects Change in Dyadic Decision-Making. <i>Creativity and Innovation Management</i> , 2010, 19, 346-363.	3.3	9
21	The psychology of password management: a tradeoff between security and convenience. <i>Behaviour and Information Technology</i> , 2010, 29, 233-244.	4.0	102
22	Recovery Voice and Satisfaction After Service Failure. <i>Journal of Service Research</i> , 2007, 10, 187-203.	12.2	149
23	Changing circumstances, disrupting habits.. <i>Journal of Personality and Social Psychology</i> , 2005, 88, 918-933.	2.8	537
24	The Ant and the Grasshopper: Understanding Personal Saving Orientation of Consumers. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
25	Seek or destroy? Examining value creation and destruction in behaviour maintenance in social marketing. <i>Journal of Marketing Management</i> , 0, , 1-27.	2.3	12
26	Studying Consumer Habits in the Field: Some Suggestions for Conducting Industry-Supported Research. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0