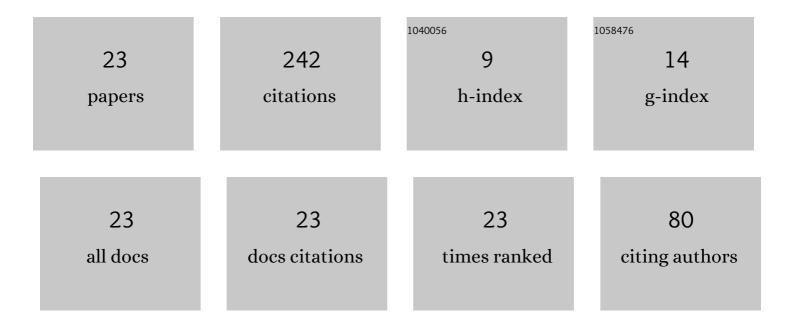
Abhishek Pathak

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8512182/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Constructing healthy food names: On the sound symbolism of healthy food. Food Quality and Preference, 2021, 90, 104157.	4.6	28
2	Harsh voices, sound branding: How voiced consonants in a brand's name can alter its perceived attributes. Psychology and Marketing, 2020, 37, 837-847.	8.2	22
3	Sounds sweet, sounds bitter: How the presence of certain sounds in a brand name can alter expectations about the product's taste. Food Quality and Preference, 2020, 83, 103918.	4.6	21
4	Evaluating the impact of early- and late-acquired phonemes on the luxury appeal of brand names. Journal of Brand Management, 2017, 24, 522-545.	3.5	18
5	Long vowel sounds induce expectations of sweet tastes. Food Quality and Preference, 2020, 86, 104033.	4.6	17
6	Identifying counterfeit brand logos: on the importance of the first and last letters of a logotype. European Journal of Marketing, 2019, 53, 2109-2125.	2.9	16
7	Going to great lengths in the pursuit of luxury: How longer brand names can enhance the luxury perception of a brand. Psychology and Marketing, 2019, 36, 951-963.	8.2	15
8	The sound of branding: An analysis of the initial phonemes of popular brand names. Journal of Brand Management, 2020, 27, 339-354.	3.5	14
9	A sound brand name: The role of voiced consonants in pharmaceutical branding. Food Quality and Preference, 2021, 90, 104104.	4.6	11
10	Sound symbolism overrides articulation dynamics in the taste continuum. Food Quality and Preference, 2021, 91, 104186.	4.6	11
11	The connotative meanings of sound symbolism in brand names: A conceptual framework. Journal of Business Research, 2022, 150, 365-373.	10.2	11
12	Providing Excellent Consumer Service Is Therapeutic: Insights from an Implicit Association Neuromarketing Study. Behavioral Sciences (Basel, Switzerland), 2019, 9, 109.	2.1	9
13	That sounds healthy! Audio and visual frequency differences in brand sound logos modify the perception of food healthfulness. Food Quality and Preference, 2022, 99, 104544.	4.6	9
14	Tasting prosody: Crossmodal correspondences between voice quality and basic tastes. Food Quality and Preference, 2022, 100, 104621.	4.6	7
15	IMPULSE Moment-by-Moment Test: An Implicit Measure of Affective Responses to Audiovisual Televised or Digital Advertisements. Behavioral Sciences (Basel, Switzerland), 2020, 10, 73.	2.1	6
16	Articulatory global branding: Generalizability, modulators, and mechanisms of the in-out effect in non-WEIRD consumers. Journal of Business Research, 2022, 149, 231-239.	10.2	6
17	The relation between symmetry in food packaging and approach and avoidance words. Quarterly Journal of Experimental Psychology, 2020, 73, 654-663.	1.1	5
18	Sooo Sweeet! Presence of Long Vowels in Brand Names Lead to Expectations of Sweetness. Behavioral Sciences (Basel, Switzerland), 2021, 11, 12.	2.1	4

#	Article	IF	CITATIONS
19	How early acquired phonemes present in words (or brand names) can evoke the expectations of sweet tastes. Food Quality and Preference, 2022, 96, 104392.	4.6	4
20	Spiky sounds sparkling: How voiceless consonants present in the brand name of a beverage are more appropriate in conveying its carbonation strength. Food Quality and Preference, 2022, 96, 104404.	4.6	3
21	Smelling speech sounds: Association of odors with textureâ€related ideophones. Journal of Sensory Studies, 0, , e12691.	1.6	2
22	Evaluating brand names without vowels. Food Quality and Preference, 2022, 97, 104450.	4.6	2
23	Race, Gender, and the U.S. Presidency: A Comparison of Implicit and Explicit Biases in the Electorate. Behavioral Sciences (Basel, Switzerland), 2022, 12, 17.	2.1	1