

Abhishek Pathak

List of Publications by Year in descending order

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Version: 2024-02-01

23
papers

242
citations

1040056

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h-index

1058476

14
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23
all docs

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docs citations

23
times ranked

80
citing authors

#	ARTICLE	IF	CITATIONS
1	How early acquired phonemes present in words (or brand names) can evoke the expectations of sweet tastes. <i>Food Quality and Preference</i> , 2022, 96, 104392.	4.6	4
2	Spiky sounds sparkling: How voiceless consonants present in the brand name of a beverage are more appropriate in conveying its carbonation strength. <i>Food Quality and Preference</i> , 2022, 96, 104404.	4.6	3
3	Evaluating brand names without vowels. <i>Food Quality and Preference</i> , 2022, 97, 104450.	4.6	2
4	Race, Gender, and the U.S. Presidency: A Comparison of Implicit and Explicit Biases in the Electorate. <i>Behavioral Sciences (Basel, Switzerland)</i> , 2022, 12, 17.	2.1	1
5	That sounds healthy! Audio and visual frequency differences in brand sound logos modify the perception of food healthfulness. <i>Food Quality and Preference</i> , 2022, 99, 104544.	4.6	9
6	Tasting prosody: Crossmodal correspondences between voice quality and basic tastes. <i>Food Quality and Preference</i> , 2022, 100, 104621.	4.6	7
7	Articulatory global branding: Generalizability, modulators, and mechanisms of the in-out effect in non-WEIRD consumers. <i>Journal of Business Research</i> , 2022, 149, 231-239.	10.2	6
8	The connotative meanings of sound symbolism in brand names: A conceptual framework. <i>Journal of Business Research</i> , 2022, 150, 365-373.	10.2	11
9	A sound brand name: The role of voiced consonants in pharmaceutical branding. <i>Food Quality and Preference</i> , 2021, 90, 104104.	4.6	11
10	Sooo Sweet! Presence of Long Vowels in Brand Names Lead to Expectations of Sweetness. <i>Behavioral Sciences (Basel, Switzerland)</i> , 2021, 11, 12.	2.1	4
11	Constructing healthy food names: On the sound symbolism of healthy food. <i>Food Quality and Preference</i> , 2021, 90, 104157.	4.6	28
12	Sound symbolism overrides articulation dynamics in the taste continuum. <i>Food Quality and Preference</i> , 2021, 91, 104186.	4.6	11
13	The relation between symmetry in food packaging and approach and avoidance words. <i>Quarterly Journal of Experimental Psychology</i> , 2020, 73, 654-663.	1.1	5
14	The sound of branding: An analysis of the initial phonemes of popular brand names. <i>Journal of Brand Management</i> , 2020, 27, 339-354.	3.5	14
15	Long vowel sounds induce expectations of sweet tastes. <i>Food Quality and Preference</i> , 2020, 86, 104033.	4.6	17
16	Harsh voices, sound branding: How voiced consonants in a brand's name can alter its perceived attributes. <i>Psychology and Marketing</i> , 2020, 37, 837-847.	8.2	22
17	Sounds sweet, sounds bitter: How the presence of certain sounds in a brand name can alter expectations about the product's taste. <i>Food Quality and Preference</i> , 2020, 83, 103918.	4.6	21
18	IMPULSE Moment-by-Moment Test: An Implicit Measure of Affective Responses to Audiovisual Televised or Digital Advertisements. <i>Behavioral Sciences (Basel, Switzerland)</i> , 2020, 10, 73.	2.1	6

#	ARTICLE	IF	CITATIONS
19	Going to great lengths in the pursuit of luxury: How longer brand names can enhance the luxury perception of a brand. <i>Psychology and Marketing</i> , 2019, 36, 951-963.	8.2	15
20	Providing Excellent Consumer Service Is Therapeutic: Insights from an Implicit Association Neuromarketing Study. <i>Behavioral Sciences (Basel, Switzerland)</i> , 2019, 9, 109.	2.1	9
21	Identifying counterfeit brand logos: on the importance of the first and last letters of a logotype. <i>European Journal of Marketing</i> , 2019, 53, 2109-2125.	2.9	16
22	Evaluating the impact of early- and late-acquired phonemes on the luxury appeal of brand names. <i>Journal of Brand Management</i> , 2017, 24, 522-545.	3.5	18
23	Smelling speech sounds: Association of odors with texture-related ideophones. <i>Journal of Sensory Studies</i> , 0, , e12691.	1.6	2