

Aradhna Krishna

List of Publications by Year in descending order

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Version: 2024-02-01

89
papers

7,171
citations

66343

42
h-index

60623

81
g-index

92
all docs

92
docs citations

92
times ranked

3720
citing authors

#	ARTICLE	IF	CITATIONS
1	A Review of Sensory Imagery for Consumer Psychology. <i>Journal of Consumer Psychology</i> , 2022, 32, 293-315.	4.5	38
2	How does regulatory monitoring of cause marketing affect firm behavior and donations to charity?. <i>International Journal of Research in Marketing</i> , 2022, , .	4.2	2
3	Pick Your Poison: Attribute Trade-offs in Unattractive Consideration Sets. <i>Journal of Consumer Psychology</i> , 2021, 31, 319-328.	4.5	3
4	A review of the cognitive and sensory cues impacting taste perceptions and consumption. <i>Consumer Psychology Review</i> , 2021, 4, 121-134.	5.5	21
5	Do Firm Cues Impact Product Perceptions? When Small is Natural. <i>Journal of Consumer Psychology</i> , 2021, 31, 350-359.	4.5	10
6	The Need for Synergy in Academic Policies: An Introduction to the Dialogue on Pre-registration. <i>Journal of Consumer Psychology</i> , 2021, 31, 146-150.	4.5	8
7	Contraction with Unpacking: When Unpacking Leads to Lower Calorie Budgets. <i>Journal of Consumer Research</i> , 2020, 46, 853-870.	5.1	8
8	Privacy is a Concern: An Introduction to the Dialogue on Privacy. <i>Journal of Consumer Psychology</i> , 2020, 30, 733-735.	4.5	8
9	Advertising a Desired Change: When Process Simulation Fosters (vs. Hinders) Credibility and Persuasion. <i>Journal of Marketing Research</i> , 2020, 57, 489-508.	4.8	27
10	Pain scales as placebos: Can pain scales change reported pain across measurements?. <i>Journal of Experimental Social Psychology</i> , 2020, 88, 103961.	2.2	1
11	A Quiet Disquiet: Anxiety and Risk Avoidance due to Nonconscious Auditory Priming. <i>Journal of Consumer Research</i> , 2019, 46, 159-179.	5.1	20
12	Out of proportion? The role of leftovers in eating-related affect and behavior. <i>Journal of Experimental Social Psychology</i> , 2019, 81, 15-26.	2.2	13
13	How Brands Acquire Cultural Meaning: Introduction. <i>Journal of Consumer Psychology</i> , 2019, 29, 517-518.	4.5	3
14	Introduction to the Research Dialogue on Children and Persuasion. <i>Journal of Consumer Psychology</i> , 2019, 29, 306-308.	4.5	0
15	Outsourcing Responsibility for Indulgent Food Consumption to Prevent Negative Affect. <i>Journal of the Association for Consumer Research</i> , 2019, 4, 136-146.	1.7	12
16	The power of consumption-imagery in communicating retail-store deals. <i>Journal of Retailing</i> , 2019, 95, 116-127.	6.2	12
17	A Review of Consumer Embarrassment as a Public and Private Emotion. <i>Journal of Consumer Psychology</i> , 2019, 29, 492-516.	4.5	33
18	Sensory Aspects of Package Design. <i>Journal of Retailing</i> , 2017, 93, 43-54.	6.2	175

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19	Does Red Bull give wings to vodka? Placebo effects of marketing labels on perceived intoxication and risky attitudes and behaviors. <i>Journal of Consumer Psychology</i> , 2017, 27, 456-465.	4.5	25
20	Embodied Cognition, Sensory Marketing, and the Conceptualization of Consumers' Judgment and Decision Processes: Introduction to the Issue. <i>Journal of the Association for Consumer Research</i> , 2017, 2, 377-381.	1.7	19
21	A focus on partisanship: How it impacts voting behaviors and political attitudes. <i>Journal of Consumer Psychology</i> , 2017, 27, 537-545.	4.5	23
22	Turning off the Lights: Consumers' Environmental Efforts Depend on Visible Efforts of Firms. <i>Journal of Marketing Research</i> , 2017, 54, 478-494.	4.8	70
23	Rejecting Responsibility: Low Physical Involvement in Obtaining Food Promotes Unhealthy Eating. <i>Journal of Marketing Research</i> , 2017, 54, 589-604.	4.8	37
24	Take It or Leave It: How Choosing versus Rejecting Alternatives Affects Information Processing. <i>Journal of Consumer Research</i> , 2016, 43, 614-635.	5.1	25
25	A clearer spotlight on spotlight: Understanding, conducting and reporting. <i>Journal of Consumer Psychology</i> , 2016, 26, 315-324.	4.5	66
26	The power of sensory marketing in advertising. <i>Current Opinion in Psychology</i> , 2016, 10, 142-147.	4.9	111
27	Computer Interfaces and the "Direct-Touch" Effect: Can iPads Increase the Choice of Hedonic Food?. <i>Journal of Marketing Research</i> , 2016, 53, 745-758.	4.8	118
28	A Sign of Things to Come: Behavioral Change through Dynamic Iconography. <i>Journal of Consumer Research</i> , 2015, 41, 1426-1446.	5.1	58
29	"Sound and safe": The effect of ambient sound on the perceived safety of public spaces. <i>International Journal of Research in Marketing</i> , 2015, 32, 343-353.	4.2	48
30	Wetting the bed at twenty-one: Embarrassment as a private emotion. <i>Journal of Consumer Psychology</i> , 2015, 25, 473-486.	4.5	25
31	A Commentary on "The Senses in Anthropological and Marketing Research: Investigating a Consumer-Brand Ritual Holistically". <i>Journal of Business Anthropology</i> , 2015, 4, 31.	0.2	1
32	This Logo Moves Me: Dynamic Imagery from Static Images. <i>Journal of Marketing Research</i> , 2014, 51, 184-197.	4.8	178
33	Something to Chew On: The Effects of Oral Haptics on Mastication, Orosensory Perception, and Calorie Estimation. <i>Journal of Consumer Research</i> , 2014, 41, 261-273.	5.1	54
34	Sensory marketing, embodiment, and grounded cognition: A review and introduction. <i>Journal of Consumer Psychology</i> , 2014, 24, 159-168.	4.5	318
35	Corrigendum to "Imagining thin: Why vanity sizing works" [<i>Journal of Consumer Psychology</i> 22 (2012) 565-572]. <i>Journal of Consumer Psychology</i> , 2014, 24, 452-452.	4.5	0
36	Smellizing Cookies and Salivating: A Focus on Olfactory Imagery. <i>Journal of Consumer Research</i> , 2014, 41, 18-34.	5.1	121

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37	The "Visual Depiction Effect" in Advertising: Facilitating Embodied Mental Simulation through Product Orientation. <i>Journal of Consumer Research</i> , 2012, 38, 988-1003.	5.1	291
38	An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. <i>Journal of Consumer Psychology</i> , 2012, 22, 332-351.	4.5	853
39	Enticing for me but unfair to her: Can targeted pricing evoke socially conscious behavior?. <i>Journal of Consumer Psychology</i> , 2012, 22, 433-442.	4.5	20
40	Imagining thin: Why vanity sizing works. <i>Journal of Consumer Psychology</i> , 2012, 22, 565-572.	4.5	34
41	Knowledge creation in consumer research: Multiple routes, multiple criteria. <i>Journal of Consumer Psychology</i> , 2012, 22, 473-485.	4.5	86
42	The impact of imagery-evoking category labels on perceived variety. <i>Seeing and Perceiving</i> , 2012, 25, 189.	0.3	0
43	Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption. <i>Journal of Consumer Research</i> , 2011, 37, 1095-1112.	5.1	106
44	Price-Matching Guarantees with Endogenous Search: A Market Experiment Approach. <i>Journal of Retailing</i> , 2011, 87, 182-193.	6.2	15
45	Can supporting a cause decrease donations and happiness? The cause marketing paradox. <i>Journal of Consumer Psychology</i> , 2011, 21, 338-345.	4.5	80
46	Is scent-enhanced memory immune to retroactive interference?. <i>Journal of Consumer Psychology</i> , 2011, 21, 354-361.	4.5	19
47	Retailer Dynamic Pricing and Ordering Decisions: Category Management versus Brand-by-Brand Approaches. <i>Journal of Retailing</i> , 2010, 86, 172-183.	6.2	48
48	Exploring the superadditive effects of scent and pictures on verbal recall: An extension of dual coding theory. <i>Journal of Consumer Psychology</i> , 2010, 20, 317-326.	4.5	73
49	Feminine to smell but masculine to touch? Multisensory congruence and its effect on the aesthetic experience. <i>Journal of Consumer Psychology</i> , 2010, 20, 410-418.	4.5	196
50	The Effects of Advertising Copy on Sensory Thoughts and Perceived Taste. <i>Journal of Consumer Research</i> , 2010, 36, 748-756.	5.1	218
51	When Wal-Mart Enters: How Incumbent Retailers React and how this Affects their Sales Outcomes. <i>Journal of Marketing Research</i> , 2010, 47, 577-593.	4.8	104
52	Product Scent and Memory. <i>Journal of Consumer Research</i> , 2010, 37, 57-67.	5.1	126
53	Cause Marketing: Spillover Effects of Cause-Related Products in a Product Portfolio. <i>Management Science</i> , 2009, 55, 1469-1485.	4.1	102
54	Experiments on strategic choices and markets. <i>Marketing Letters</i> , 2008, 19, 417-429.	2.9	7

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55	Pricing of mall services in the presence of sales leakage. <i>Journal of Retailing</i> , 2008, 84, 95-117.	6.2	13
56	The Effect of Self-Construal on Spatial Judgments. <i>Journal of Consumer Research</i> , 2008, 35, 337-348.	5.1	63
57	Research Note—Improving the Efficiency of Course Bidding at Business Schools: Field and Laboratory Studies. <i>Marketing Science</i> , 2008, 27, 262-282.	4.1	45
58	Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms. <i>Journal of Consumer Research</i> , 2008, 35, 692-705.	5.1	113
59	Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues. <i>Journal of Consumer Research</i> , 2008, 34, 807-818.	5.1	286
60	Brand-Level Effects of Stockkeeping Unit Reductions. <i>Journal of Marketing Research</i> , 2007, 44, 545-559.	4.8	24
61	Should Price Increases Be Targeted?—Pricing Power and Selective vs. Across-the-Board Price Increases. <i>Management Science</i> , 2007, 53, 1407-1422.	4.1	12
62	The relationship between top trading cycles mechanism and top trading cycles and chains mechanism. <i>Journal of Economic Theory</i> , 2007, 132, 539-547.	1.1	10
63	Interaction of Senses: The Effect of Vision versus Touch on the Elongation Bias. <i>Journal of Consumer Research</i> , 2006, 32, 557-566.	5.1	119
64	Effects of Extreme-Priced Products on Consumer Reservation Prices. <i>Journal of Consumer Psychology</i> , 2006, 16, 176-190.	4.5	49
65	Timeshare Exchange Mechanisms. <i>Management Science</i> , 2006, 52, 1223-1237.	4.1	26
66	The Skeptical Shopper: A Metacognitive Account for the Effects of Default Options on Choice. <i>Journal of Consumer Research</i> , 2004, 31, 529-539.	5.1	255
67	Behavioral Public Finance: Tax Design as Price Presentation. <i>International Tax and Public Finance</i> , 2003, 10, 189-203.	1.0	47
68	Do we care what others Get? A Behaviorist Approach to Targeted Promotions. <i>Journal of Marketing Research</i> , 2002, 39, 277-291.	4.8	213
69	A meta-analysis of the impact of price presentation on perceived savings. <i>Journal of Retailing</i> , 2002, 78, 101-118.	6.2	223
70	The manufacturer-retailer-consumer triad: differing perceptions regarding price promotions. <i>Journal of Retailing</i> , 2001, 77, 547-569.	6.2	34
71	Pizzas: ĩ or Square? Psychophysical Biases in Area Comparisons. <i>Marketing Science</i> , 2001, 20, 405-425.	4.1	148
72	The Optimal Choice of Promotional Vehicles: Front-Loaded or Rear-Loaded Incentives?. <i>Management Science</i> , 2000, 46, 348-362.	4.1	95

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73	Vital Dimensions in Volume Perception: Can the Eye Fool the Stomach?. Journal of Marketing Research, 1999, 36, 313-326.	4.8	294
74	Vital Dimensions in Volume Perception: Can the Eye Fool the Stomach?. Journal of Marketing Research, 1999, 36, 313.	4.8	188
75	The role of market expansion on equilibrium bundling strategies. Managerial and Decision Economics, 1999, 20, 365-377.	2.5	24
76	Short- or Long-Duration Coupons: The Effect of the Expiration Date on the Profitability of Coupon Promotions. Management Science, 1999, 45, 1041-1056.	4.1	63
77	Dynamic Influences on Individual Choice Behavior. Marketing Letters, 1997, 8, 349-360.	2.9	10
78	The effect of line configuration on perceived numerosity of dotted lines. Memory and Cognition, 1997, 25, 492-507.	1.6	16
79	As the Crow Flies: Bias in Consumers' Map-Based Distance Judgments. Journal of Consumer Research, 1996, 23, 26.	5.1	74
80	Consumer perceptions of deals: Biasing effects of varying deal prices.. Journal of Experimental Psychology: Applied, 1996, 2, 187-206.	1.2	25
81	Impact of bundle type, price framing and familiarity on purchase intention for the bundle. Journal of Business Research, 1995, 33, 57-66.	10.2	139
82	The Effect of Deal Knowledge on Consumer Purchase Behavior. Journal of Marketing Research, 1994, 31, 76.	4.8	30
83	The Impact of Dealing Patterns on Purchase Behavior. Marketing Science, 1994, 13, 351-373.	4.1	86
84	The Normative Impact of Consumer Price Expectations for Multiple Brands on Consumer Purchase Behavior. Marketing Science, 1992, 11, 266-286.	4.1	83
85	Estimating the effects of higher coupon face values on the timing of redemptions, the mix of coupon redeemers, and purchase quantity. Psychology and Marketing, 1992, 9, 453-467.	8.2	44
86	Consumer Perceptions of Promotional Activity. Journal of Marketing, 1991, 55, 4.	11.3	138
87	Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay. Journal of Marketing Research, 1991, 28, 441.	4.8	84
88	Positioning Rationality and Emotion: Rationality Is Up and Emotion Is Down. Journal of Consumer Research, 0, , ucw046.	5.1	19
89	When Bigger Is Better (and When It Is Not): Implicit Bias in Numeric Judgments. Journal of Consumer Research, 0, , ucw079.	5.1	5