



Journal of Consumer Research

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Articles

- 147 **Food as Fuel: Performance Goals Increase the Consumption of High-Calorie Foods at the Expense of Good Nutrition**
Yann Cornil, Patrick Gomez, Danijel Vasiljevic
- 167 **Understanding Difficult Consumer Transitions: The In/Dividual Consumer in Permanent Liminality**
Samuelon Appou, Julie L. Ozone, Jill G. Klein
- 192 **Product Entitativity: How the Presence of Product Replicates Increases Perceived and Actual Product Efficacy**
Nick VanBergen, Caglar Irnick, Julia Sevilla
- 215 **Birds of a Feather Feel Together: Emotional Ability Similarity in Consumer Interactions**
Blair Kujawa, Virginia Lopez-Kujawa, Christopher Blocker, Erick M. Mas

Technology Focus

- 237 **The Smartphone as a Pacifying Technology**
Shiri Melumad, Michel Tuan Pham

- 256 **Good Vibrations: Consumer Responses to Technology-Mediated Haptic Feedback**
Rhonda Plank, Ana Valenzuela
- 272 **Blame It on the Self-Driving Car: How Autonomous Vehicles Can Alter Consumer Morality**
Trupti Gill
- 292 **A Generalized Framework for Moral Dilemmas Involving Autonomous Vehicles: A Commentary on Gill**
Thomas P. Novak

Invited Curation

- 301 **Ownership: A Perennial Prize or a Fading Goal? A Curation, Framework, and Agenda for Future Research**
Cot Lambertson, Kelly Goldsmith

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K Morrison



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How to Get Published in the Best Marketing Journals David W. Stewart, Daniel M. Ladik, 2019 This essential guide edited by experienced journal editors is the definitive sourcebook for prospective authors who are seeking direction and advice about developing academic papers in marketing that will have a high probability of publication in the best journals in the discipline It brings together a wealth of contributors all of whom are experienced researchers and have been published in the leading marketing journals

Elite MBA Programs at Public Universities Mimi Wolverton, Larry Penley, 2004-11-30 Business education programs should practice what they preach applying the principles of strategic analysis to play to their strengths and develop distinctive offerings that attract the most profitable customers in this case students faculty local communities and the institutions that support them financially With the costs of private MBA programs skyrocketing public universities which generally operate out of the spotlight of the Harvards and Whartons have a tremendous opportunity to distinguish themselves as centers of innovative high quality education Mimi Wolverton and Larry Penley conducted extensive research to identify the qualities of those public institutions across the country from the University of Washington to Georgia Tech that have successfully established competitive advantages generally through a combination of cost leadership differentiation and focus Elite MBA Programs at Public Universities features 12 in depth case studies by senior representatives of the respective institutions detailing the process by which they developed and launched programs to raise their profiles and ultimately compete aggressively for talent and support From developing strategic alliances with local businesses and complementary academic departments to establishing online and overseas courses to investing in state of the art facilities these schools are setting new standards for business education and measuring the positive results for example in terms of increased funding higher faculty research productivity higher rankings and greater student diversity Wolverton and Penley frame the case studies by applying the concepts of strategy theory drawing lessons that can be applied in other educational institutions as well as for students of strategy and general readers interested in emerging trends in business education The result is a fascinating peek behind the scenes at the most innovative MBA programs as well as a rich canvas for observing the principles of strategic management in action

Handbook of Brand Relationships Deborah J. MacInnis, C. Whan Park, Joseph W. Priester, 2014-12-18 Brand relationships are critical because they can enhance company profitability by lowering customer acquisition and retention costs This is the first serious academic book to offer a psychological perspective on the meaning of and basis for brand relationships as well as their effects The Handbook of Brand Relationships includes chapters by well known marketing and psychology scholars on topics related to the meaning significance and measurement of brand relationships the critical connections between consumers and the brand how brand relationships are formed through both thoughtful and non thoughtful processes and how they are built repaired and leveraged through brand extensions An integrative framework introduces the book and summarizes the chapters key ideas

The handbook also identifies several novel metrics for measuring various aspects of brand relationships and it includes recommendations for further research

Global Marketing in Times of Disruption Kelly Hewett, Yuliya Strizhakova, 2025-12-01 Global Marketing in Times of Disruption Volume 22 in the Review of Marketing Research series delves into the multifaceted disruptions reshaping the domain of international marketing fuelled by shifts in geopolitical dynamics and consumer behaviour

Consumer Psychology in a Social Media World Claudiu V. Dimofte, Curtis P. Haugtvedt, Richard F. Yalch, 2015-09-16 Consumer Psychology in a Social Media World seeks to illustrate the relevance of consumer psychology theory and research to understanding the social media world that has rapidly become a key component in the social and economic lives of most individuals Despite the rapid and widespread adoption of social media by consumers research focused on individuals use thereof and its implications for organizations and society has been limited and published in scattered outlets This has made it difficult for those trying to get either a quick introduction or an in depth understanding of the associated issues to locate relevant scientific based information The book is organized into five broad sections The first presents a summary overview of social media including a historical and cultural perspective The second section is focused on social media as a modern form of word of mouth always considered the most impactful on consumers It also touches upon a motivational explanation for why social media has such a strong and broad appeal Section three addresses the impact that consumers switch to social media as a preferred channel has had on marketers branding and promotional efforts as well as the ways in which consumer involvement can be maintained through this process Section four takes a methodological perspective on the topic of social media assessing ways in which big data and consumer research are influenced by novel ways of gathering consumer feedback and gauging consumer sentiment Finally section five looks at some consumer welfare and public policy implications including privacy and disadvantaged consumer concerns Consumer Psychology in a Social Media World will appeal to those who are involved in creating managing and evaluating products used in social media communications As seen in recent financial and business market successes e g Facebook Twitter LinkedIn Instagram Pinterest WhatsApp etc businesses focused on facilitating social media are part of the fastest growing and most valuable sector of today s economy

Annual Report - University of Illinois Survey Research Laboratory University of Illinois (Urbana-Champaign campus). Survey Research Laboratory, 1988

JMR, Journal of Marketing Research, 2003

Faculty Profiles University of Illinois (Urbana-Champaign campus). College of Commerce and Business Administration, University of Illinois at Urbana-Champaign. College of Commerce and Business Administration, 1995

Contemporary Authors Ann Evory, 1979 Contains alphabetically arranged profiles of published contemporary authors of non technical works from around the world each with personal data addresses career history and a list of writings and in some cases a list of works in progress sidelights and avocational interests up to date through late 1978

Go Figure! New Directions in Advertising Rhetoric Edward F. McQuarrie, Barbara J. Phillips, 2008 This cutting edge work assembles the most current and authoritative new

perspectives on the scholarship of advertising rhetoric under the editorial direction of two respected figures in the field

Nonverbal Communication in Advertising Sidney Hecker, David W. Stewart, 1988 Management, 1982 *Journal of Marketing*, 1961 ACPTC Proceedings Association of College Professors of Textiles and Clothing, 1990 **Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law and Social Work** Peterson's Guides Staff, Peterson's Guides, Inc, 2006-12 Detailed program listings of accredited graduate programs in the physical sciences math and agricultural sciences *Food Field Reporter*, 1956 **Anthropology Newsletter**, 1980 **Good Housekeeping**, 1988 Harper's Bazaar, 2007 Journal of Leisure Research, 1996

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Table of Contents Journal Of Consumer Research Associate Editors

1. Understanding the eBook Journal Of Consumer Research Associate Editors
 - The Rise of Digital Reading Journal Of Consumer Research Associate Editors
 - Advantages of eBooks Over Traditional Books
2. Identifying Journal Of Consumer Research Associate Editors
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Journal Of Consumer Research Associate Editors
 - User-Friendly Interface
4. Exploring eBook Recommendations from Journal Of Consumer Research Associate Editors
 - Personalized Recommendations
 - Journal Of Consumer Research Associate Editors User Reviews and Ratings
 - Journal Of Consumer Research Associate Editors and Bestseller Lists
5. Accessing Journal Of Consumer Research Associate Editors Free and Paid eBooks
 - Journal Of Consumer Research Associate Editors Public Domain eBooks
 - Journal Of Consumer Research Associate Editors eBook Subscription Services
 - Journal Of Consumer Research Associate Editors Budget-Friendly Options
6. Navigating Journal Of Consumer Research Associate Editors eBook Formats
 - ePub, PDF, MOBI, and More
 - Journal Of Consumer Research Associate Editors Compatibility with Devices
 - Journal Of Consumer Research Associate Editors Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Journal Of Consumer Research Associate Editors
 - Highlighting and Note-Taking Journal Of Consumer Research Associate Editors
 - Interactive Elements Journal Of Consumer Research Associate Editors
8. Staying Engaged with Journal Of Consumer Research Associate Editors

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers Journal Of Consumer Research Associate Editors
- 9. Balancing eBooks and Physical Books Journal Of Consumer Research Associate Editors
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Journal Of Consumer Research Associate Editors
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Journal Of Consumer Research Associate Editors
 - Setting Reading Goals Journal Of Consumer Research Associate Editors
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Journal Of Consumer Research Associate Editors
 - Fact-Checking eBook Content of Journal Of Consumer Research Associate Editors
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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