

**Warrington College of Business Administration**  
**Department of Marketing**

**Recently Published Faculty / Student Collaborative Papers**

- Alba, Joseph, John Lynch, Bart Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer, and Stacy Wood (1997), "[Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces](#)," *Journal of Marketing*, 61 (July), 38-53. [Winner of 1997 JM MSI/Paul Root Award, Winner of 2005 JM Louis Stern Award]
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- Bilgin, Baler., & LeBoeuf, R. A. (forthcoming). [Looming losses in future time perception](#). *Journal of Marketing Research*.
- Bolton, Lisa, Luk Warlop, and Joseph W. Alba (2003), "[Consumer Perceptions of Price \(Un\)Fairness](#)," *Journal of Consumer Research*, 29 (March), 474-491.
- Bolton, Lisa E. and Joseph W. Alba (2006), "[Price Fairness: Good-Service Differences and the Role of Vendor Costs](#)," *Journal of Consumer Research*, 33 (September), 258-265.
- Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (forthcoming), "[How Do Price Fairness Perceptions Differ Across Cultures?](#)" *Journal of Marketing Research*.
- Bradford, Kevin and Barton Weitz (2009). "Salespersons' Management of Conflict in Buyer-Seller Relationships," *Journal of Personal Selling and Sales Management*, 29(Winter), 25-42.
- Bradford, Kevin, Qiong Wang, Jun Xu, and Barton Weitz, (2008) "Creativity in Buyer-Seller Relationships: The Role of Governance" *International Journal of Research in Marketing*, 25(June), 109-116
- Brenner, L., Rottenstreich, Y., Sood, S, & Bilgin, B. (2007). [On the psychology of loss aversion: Possession, valence, and reversals of the endowment effect](#). *Journal of Consumer Research*, 34, 369-376.
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- Chakravarti, Amitav and Jinhong Xie (2006), "[The Impact of Standards Competition on Consumers: Effectiveness of Product Information and Advertising Formats](#)," *Journal of Marketing Research*, 43(2), 224-236.

- Chandon, Elise and Chris Janiszewski (2009), "[The Influence of Causal Conditional Reasoning on the Acceptance of Product Claims](#)," *Journal of Consumer Research*, 35 (April), 1003-1011.
- Chen, Yubo and Jinhong Xie (2005), "[Third-Party Product Review and Firm Marketing Strategy](#)," *Marketing Science*, 24 (Spring).
- Chen, Yubo and Jinhong Xie (2008), "[Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix](#)," *Management Science*, 54 (3), 477-491.
- Cohen, Joel B. and Eduardo B. Andrade (2004), "[Affective Intuition and Task-Contingent Affect Regulation](#)," *Journal of Consumer Research*, 31 (September), 358-367.
- Cohen, Joel B. and Americus Reed II (2006), "[A Multiple Pathway Anchoring and Adjustment \(MPAA\) Model of Attitude Generation and Recruitment](#)," *Journal of Consumer Research*, 33 (June), pp. 1-15.
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- LeBoeuf, R. A., Shafir, E., & Bayuk, J. B. (forthcoming). [The conflicting choices of alternating selves](#). *Organizational Behavior and Human Decision Processes*.
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- Warlop, Luk and Joseph W. Alba (2004), "[Sincere Flattery: Trade-Dress Imitation and Consumer Choice](#)," *Journal of Consumer Psychology*, 14 (1-2), 21-27.
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