

Meryl P Gardner

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11597444/publications.pdf>

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7
papers

1,146
citations

1478505

6
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

1117
citing authors

#	ARTICLE	IF	CITATIONS
1	Willingness to pay for electric vehicles and their attributes. Resources and Energy Economics, 2011, 33, 686-705.	2.5	831
2	Willingness to pay for vehicle-to-grid (V2G) electric vehicles and their contract terms. Energy Economics, 2014, 42, 313-324.	12.1	153
3	An approach to investigating the emotional determinants of consumption durations: Why do people consume what they consume for as long as they consume it?. Journal of Consumer Psychology, 1993, 2, 123-142.	4.5	79
4	Consumers' mood states: Antecedents and consequences of experiential versus informational strategies for brand choice. Psychology and Marketing, 1988, 5, 169-182.	8.2	33
5	How Motivation Moderates the Effects of Emotions on the Duration of Consumption. Journal of Business Research, 1998, 42, 241-252.	10.2	33
6	An Approach to Investigating the Emotional Determinants of Consumption Durations. Journal of Consumer Psychology, 1993, 2, 123-142.	4.5	10
7	Consumers' mood states and the decision-making process. Marketing Letters, 1990, 1, 229-238.	2.9	7