Jordan Louviere

List of Publications by Year
in descending order

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68	8,717	94433	98798
papers	citations	37 h-index	67 g-index

68	68	68	5871
all docs	docs citations	times ranked	citing authors

#	Article	IF	Citations
1	Stated Preference Approaches for Measuring Passive Use Values: Choice Experiments and Contingent Valuation. American Journal of Agricultural Economics, 1998, 80, 64-75.	4.3	949
2	The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models. Journal of Marketing Research, 1993, 30, 305-314.	4.8	724
3	The Generalized Multinomial Logit Model: Accounting for Scale and Coefficient Heterogeneity. Marketing Science, 2010, 29, 393-421.	4.1	604
4	The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models. Journal of Marketing Research, 1993, 30, 305.	4.8	526
5	A comparison of stated preference methods for environmental valuation. Ecological Economics, 1996, 18, 243-253.	5.7	476
6	The impact of brand credibility on consumer price sensitivity. International Journal of Research in Marketing, 2002, 19, 1-19.	4.2	371
7	Perceptions versus Objective Measures of Environmental Quality in Combined Revealed and Stated Preference Models of Environmental Valuation. Journal of Environmental Economics and Management, 1997, 32, 65-84.	4.7	348
8	Consumer neuroscience: Assessing the brain response to marketing stimuli using electroencephalogram (EEG) and eye tracking. Expert Systems With Applications, 2013, 40, 3803-3812.	7.6	348
9	Analyzing Decision Making. , 1988, , .		338
10	Combining sources of preference data. Journal of Econometrics, 1998, 89, 197-221.	6.5	314
11	Deleting â€˜irrationalâ€™ responses from discrete choice experiments: a case of investigating or imposing preferences?. Health Economics (United Kingdom), 2006, 15, 797-811.	1.7	281
12	The equalization price: A measure of consumer-perceived brand equity. International Journal of Research in Marketing, 1993, 10, 23-45.	4.2	215
13	Choice modelling and its potential application to tropical rainforest preservation. Ecological Economics, 2000, 35, 289-302.	5.7	193
14	The Bestâ€“Worst Scaling Approach: An Alternative to Schwartz's Values Survey. Journal of Personality Assessment, 2008, 90, 335-347.	2.1	179
15	An introduction to the application of (case 1) bestâ€“worst scaling in marketing research. International Journal of Research in Marketing, 2013, 30, 292-303.	4.2	179
16	Choice Modeling and Tests of Benefit Transfer. American Journal of Agricultural Economics, 2002, 84, 161-170.	4.3	178
17	Discrete choice experiments to measure consumer preferences for health and healthcare. Expert Review of Pharmacoeconomics and Outcomes Research, 2002, 2, 319-326.	1.4	175
18	Stated preference and choice models applied to recreation research: A review. Leisure Sciences, 1990, 12, 9-32.	3.1	173

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19	Dissecting the Random Component of Utility. Marketing Letters, 2002, 13, 177-193.	2.9	159
20	Using stated preference discrete choice modelling to evaluate the introduction of varicella vaccination. Health Economics (United Kingdom), 2002, 11, 457-465.	1.7	148
21	Measuring values using bestâ€worst scaling: The LOV example. Psychology and Marketing, 2007, 24, 1043-1058.	8.2	121
22	Exploring Scale Effects of Best/Worst Rank Ordered Choice Data to Estimate Benefits of Tourism in Alpine Grazing Commons. American Journal of Agricultural Economics, 2011, 93, 813-828.	4.3	113
23	Best worst discrete choice experiments in health: Methods and an application. Social Science and Medicine, 2013, 76, 74-82.	3.8	103
24	Using stated preference discrete choice modeling to evaluate health care programs. Journal of Business Research, 2004, 57, 1026-1032.	10.2	92
25	Effects of dissuasive packaging on young adult smokers. Tobacco Control, 2011, 20, 183-188.	3.2	88
26	Choice modeling and the brain: A study on the Electroencephalogram (EEG) of preferences. Expert Systems With Applications, 2012, 39, 12378-12388.	7.6	88
27	Shopping-center patronage models. Journal of Business Research, 1990, 21, 259-275.	10.2	86
28	Empirical investigation of experimental design properties of discrete choice experiments in health care. Health Economics (United Kingdom), 2005, 14, 349-362.	1.7	81
29	Patient preferences for managing asthma: results from a discrete choice experiment. Health Economics (United Kingdom), 2007, 16, 703-717.	1.7	78
30	Recent Progress on Endogeneity in Choice Modeling. Marketing Letters, 2005, 16, 255-265.	2.9	70
31	Stated values and reminders of substitute goods: Testing for framing effects with choice modelling. Australian Journal of Agricultural and Resource Economics, 2002, 46, 1-20.	2.6	67
32	Stated Choice Models for Predicting The Impact Of User Fees at Public Recreation Sites. Journal of Leisure Research, 1999, 31, 300-324.	1.4	62
33	Financial Competence and Expectations Formation: Evidence from Australia*. Economic Record, 2012, 88, 39-63.	0.4	51
34	Attribute Range Effects in Binary Response Tasks. Marketing Letters, 2000, 11, 249-260.	2.9	46
35	Behavioral frontiers in choice modeling. Marketing Letters, 2008, 19, 215-228.	2.9	44
36	Modeling individual residential preferences: A totally disaggregate approach. Transportation Research Part A: Policy and Practice, 1979, 13, 373-384.	0.2	43

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37	Using stated preference discrete choice modelling to inform health care decision-making: A pilot study of breast screening participation. Applied Economics, 2003, 35, 1073-1085.	2.2	42
38	Retaining the visitor, enhancing the experience: identifying attributes of choice in repeat museum visitation. International Journal of Nonprofit and Voluntary Sector Marketing, 2009, 14, 21-34.	0.8	42
39	Dissuasive cigarette sticks: the next step in standardised (â€˜plainâ€™) packaging?. Tobacco Control, 2016, 25, 699-705.	3.2	40
40	First Impressions Matter: An Experimental Investigation of Online Financial Advice. Management Science, 2018, 64, 288-307.	4.1	38
41	Multiple Correspondence Analysis of Multiple Choice Experiment Data. Journal of Marketing Research, 1990, 27, 455.	4.8	30
42	Young adult susceptible non-smokersâ€™ and smokersâ€™ responses to capsule cigarettes. Tobacco Control, 2019, 28, 498-505.	3.2	30
43	Effects of brand variants on smokersâ€™ choice behaviours and risk perceptions. Tobacco Control, 2016, 25, 160-165.	3.2	28
44	Maximising Responses to Discrete Choice Experiments. Applied Health Economics and Health Policy, 2006, 5, 249-260.	2.1	27
45	Financial competence, risk presentation and retirement portfolio preferences. Journal of Pension Economics and Finance, 2014, 13, 27-61.	0.9	26
46	Assessing Smoking Cessation Messages with a Discrete Choice Experiment. Tobacco Regulatory Science (discontinued), 2018, 4, 73-87.	0.2	26
47	Risk Presentation and Portfolio Choice. Review of Finance, 2016, 20, 201-229.	6.3	25
48	Information Accessibility and Consumers' Knowledge of Prescription Drug Benefits and Risks. Journal of Consumer Affairs, 2011, 45, 248-274.	2.3	23
49	Individual Capability and Effort in Retirement Benefit Choice. Journal of Risk and Insurance, 2018, 85, 483-512.	1.6	23
50	Default and naive diversification heuristics in annuity choice. Australian Journal of Management, 2017, 42, 32-57.	2.2	22
51	Designing Discrete Choice Experiments for Health Care. The Economics of Non-market Goods and Resources, 2008, , 47-72.	1.2	21
52	A REVIEW OF RECENT ADVANCES IN DECOMPOSITIONAL PREFERENCE AND CHOICE MODELS. Tijdschrift Voor Economische En Sociale Geografie, 1990, 81, 214-224.	2.1	19
53	Assessing cigarette packaging and labelling policy effects on early adolescents: results from a discrete choice experiment. Tobacco Control, 2021, 30, 505-514.	3.2	18
54	A comparison of on-pack Quitline information formats. Tobacco Control, 2016, 25, 211-217.	3.2	17

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55	Testing Cessation Messages for Cigarette Package Inserts: Findings from a Best/Worst Discrete Choice Experiment. International Journal of Environmental Research and Public Health, 2018, 15, 282.	2.6	16
56	Investment Decisions for Retirement Savings. Journal of Consumer Affairs, 2010, 44, 463-482.	2.3	15
57	Estimating the effects of novel on-pack warnings on young adult smokers and susceptible non-smokers. Tobacco Control, 2018, 27, 519-525.	3.2	14
58	‹b›Commentary‹/b›â€"Discussion of â€œAlleviating the Constant Stochastic Variance Assumption in Decision Research: Theory, Measurement, and Experimental Testâ€• Marketing Science, 2010, 29, 18-22.	4.1	11
59	What determines student satisfaction with university subjects? A choice-based approach. Journal of Choice Modelling, 2015, 17, 52-65.	2.3	10
60	Analysis of consumer preferences for information and expert opinion using a discrete choice experiment. Portuguese Economic Journal, 2020, 19, 67-80.	1.0	10
61	Accommodating ideal brands and testing the predictive validity of brand-anchored conjoint analysis. Journal of Retailing and Consumer Services, 1994, 1, 21-29.	9.4	6
62	Estimating the â€˜consumer surplusâ€™ for branded versus standardised tobacco packaging. Tobacco Control, 2016, 25, 641-647.	3.2	6
63	Mitigating strategic misrepresentation of values in open-ended stated preference surveys by using negative reinforcement. Journal of Choice Modelling, 2018, 28, 153-166.	2.3	6
64	Volumetric choice experiments (VCEs). Journal of Choice Modelling, 2022, 42, 100343.	2.3	5
65	Mass Transit Utilization: Individual Response Data Inputs. Economic Geography, 1973, 49, 122.	4.6	3
66	Analysis of on-pack messages for e-liquids: a discrete choice study. Tobacco Control, 2021, , tobaccocontrol-2020-056033.	3.2	3
67	Employee choice modelling: Predicting employee behaviour under varied employment conditions. Asia Pacific Journal of Human Resources, 2001, 39, 59-81.	3.9	2
68	Who should get the scarce ICU bed? The US publicâ€™s view on triage in the time of COVID-19. Emergency Medicine Journal, 2022, 39, 94-99.	1.0	2