

Jordan Louviere

List of Publications by Year in descending order

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Version: 2024-02-01

68
papers

8,717
citations

94433

37
h-index

98798

67
g-index

68
all docs

68
docs citations

68
times ranked

5871
citing authors

#	ARTICLE	IF	CITATIONS
1	Who should get the scarce ICU bed? The US public's view on triage in the time of COVID-19. <i>Emergency Medicine Journal</i> , 2022, 39, 94-99.	1.0	2
2	Volumetric choice experiments (VCEs). <i>Journal of Choice Modelling</i> , 2022, 42, 100343.	2.3	5
3	Assessing cigarette packaging and labelling policy effects on early adolescents: results from a discrete choice experiment. <i>Tobacco Control</i> , 2021, 30, 505-514.	3.2	18
4	Analysis of on-pack messages for e-liquids: a discrete choice study. <i>Tobacco Control</i> , 2021, , tobaccocontrol-2020-056033.	3.2	3
5	Analysis of consumer preferences for information and expert opinion using a discrete choice experiment. <i>Portuguese Economic Journal</i> , 2020, 19, 67-80.	1.0	10
6	Young adult susceptible non-smokers' and smokers' responses to capsule cigarettes. <i>Tobacco Control</i> , 2019, 28, 498-505.	3.2	30
7	First Impressions Matter: An Experimental Investigation of Online Financial Advice. <i>Management Science</i> , 2018, 64, 288-307.	4.1	38
8	Individual Capability and Effort in Retirement Benefit Choice. <i>Journal of Risk and Insurance</i> , 2018, 85, 483-512.	1.6	23
9	Estimating the effects of novel on-pack warnings on young adult smokers and susceptible non-smokers. <i>Tobacco Control</i> , 2018, 27, 519-525.	3.2	14
10	Assessing Smoking Cessation Messages with a Discrete Choice Experiment. <i>Tobacco Regulatory Science (discontinued)</i> , 2018, 4, 73-87.	0.2	26
11	Testing Cessation Messages for Cigarette Package Inserts: Findings from a Best/Worst Discrete Choice Experiment. <i>International Journal of Environmental Research and Public Health</i> , 2018, 15, 282.	2.6	16
12	Mitigating strategic misrepresentation of values in open-ended stated preference surveys by using negative reinforcement. <i>Journal of Choice Modelling</i> , 2018, 28, 153-166.	2.3	6
13	Default and naive diversification heuristics in annuity choice. <i>Australian Journal of Management</i> , 2017, 42, 32-57.	2.2	22
14	A comparison of on-pack Quitline information formats. <i>Tobacco Control</i> , 2016, 25, 211-217.	3.2	17
15	Dissuasive cigarette sticks: the next step in standardised ('plain') packaging?. <i>Tobacco Control</i> , 2016, 25, 699-705.	3.2	40
16	Effects of brand variants on smokers' choice behaviours and risk perceptions. <i>Tobacco Control</i> , 2016, 25, 160-165.	3.2	28
17	Estimating the 'consumer surplus' for branded versus standardised tobacco packaging. <i>Tobacco Control</i> , 2016, 25, 641-647.	3.2	6
18	Risk Presentation and Portfolio Choice. <i>Review of Finance</i> , 2016, 20, 201-229.	6.3	25

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19	What determines student satisfaction with university subjects? A choice-based approach. <i>Journal of Choice Modelling</i> , 2015, 17, 52-65.	2.3	10
20	Financial competence, risk presentation and retirement portfolio preferences. <i>Journal of Pension Economics and Finance</i> , 2014, 13, 27-61.	0.9	26
21	An introduction to the application of (case 1) best-worst scaling in marketing research. <i>International Journal of Research in Marketing</i> , 2013, 30, 292-303.	4.2	179
22	Consumer neuroscience: Assessing the brain response to marketing stimuli using electroencephalogram (EEG) and eye tracking. <i>Expert Systems With Applications</i> , 2013, 40, 3803-3812.	7.6	348
23	Best worst discrete choice experiments in health: Methods and an application. <i>Social Science and Medicine</i> , 2013, 76, 74-82.	3.8	103
24	Choice modeling and the brain: A study on the Electroencephalogram (EEG) of preferences. <i>Expert Systems With Applications</i> , 2012, 39, 12378-12388.	7.6	88
25	Financial Competence and Expectations Formation: Evidence from Australia*. <i>Economic Record</i> , 2012, 88, 39-63.	0.4	51
26	Information Accessibility and Consumers' Knowledge of Prescription Drug Benefits and Risks. <i>Journal of Consumer Affairs</i> , 2011, 45, 248-274.	2.3	23
27	Effects of dissuasive packaging on young adult smokers. <i>Tobacco Control</i> , 2011, 20, 183-188.	3.2	88
28	Exploring Scale Effects of Best/Worst Rank Ordered Choice Data to Estimate Benefits of Tourism in Alpine Grazing Commons. <i>American Journal of Agricultural Economics</i> , 2011, 93, 813-828.	4.3	113
29	Commentary Discussion of "Alleviating the Constant Stochastic Variance Assumption in Decision Research: Theory, Measurement, and Experimental Test" <i>Marketing Science</i> , 2010, 29, 18-22.	4.1	11
30	Investment Decisions for Retirement Savings. <i>Journal of Consumer Affairs</i> , 2010, 44, 463-482.	2.3	15
31	The Generalized Multinomial Logit Model: Accounting for Scale and Coefficient Heterogeneity. <i>Marketing Science</i> , 2010, 29, 393-421.	4.1	604
32	Retaining the visitor, enhancing the experience: identifying attributes of choice in repeat museum visitation. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2009, 14, 21-34.	0.8	42
33	Behavioral frontiers in choice modeling. <i>Marketing Letters</i> , 2008, 19, 215-228.	2.9	44
34	The Best-Worst Scaling Approach: An Alternative to Schwartz's Values Survey. <i>Journal of Personality Assessment</i> , 2008, 90, 335-347.	2.1	179
35	Designing Discrete Choice Experiments for Health Care. <i>The Economics of Non-market Goods and Resources</i> , 2008, , 47-72.	1.2	21
36	Patient preferences for managing asthma: results from a discrete choice experiment. <i>Health Economics (United Kingdom)</i> , 2007, 16, 703-717.	1.7	78

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37	Measuring values using best-worst scaling: The LOV example. <i>Psychology and Marketing</i> , 2007, 24, 1043-1058.	8.2	121
38	Maximising Responses to Discrete Choice Experiments. <i>Applied Health Economics and Health Policy</i> , 2006, 5, 249-260.	2.1	27
39	Deleting "irrational" responses from discrete choice experiments: a case of investigating or imposing preferences?. <i>Health Economics (United Kingdom)</i> , 2006, 15, 797-811.	1.7	281
40	Empirical investigation of experimental design properties of discrete choice experiments in health care. <i>Health Economics (United Kingdom)</i> , 2005, 14, 349-362.	1.7	81
41	Recent Progress on Endogeneity in Choice Modeling. <i>Marketing Letters</i> , 2005, 16, 255-265.	2.9	70
42	Using stated preference discrete choice modeling to evaluate health care programs. <i>Journal of Business Research</i> , 2004, 57, 1026-1032.	10.2	92
43	Using stated preference discrete choice modelling to inform health care decision-making: A pilot study of breast screening participation. <i>Applied Economics</i> , 2003, 35, 1073-1085.	2.2	42
44	Discrete choice experiments to measure consumer preferences for health and healthcare. <i>Expert Review of Pharmacoeconomics and Outcomes Research</i> , 2002, 2, 319-326.	1.4	175
45	Choice Modeling and Tests of Benefit Transfer. <i>American Journal of Agricultural Economics</i> , 2002, 84, 161-170.	4.3	178
46	The impact of brand credibility on consumer price sensitivity. <i>International Journal of Research in Marketing</i> , 2002, 19, 1-19.	4.2	371
47	Using stated preference discrete choice modelling to evaluate the introduction of varicella vaccination. <i>Health Economics (United Kingdom)</i> , 2002, 11, 457-465.	1.7	148
48	Stated values and reminders of substitute goods: Testing for framing effects with choice modelling. <i>Australian Journal of Agricultural and Resource Economics</i> , 2002, 46, 1-20.	2.6	67
49	Dissecting the Random Component of Utility. <i>Marketing Letters</i> , 2002, 13, 177-193.	2.9	159
50	Employee choice modelling: Predicting employee behaviour under varied employment conditions. <i>Asia Pacific Journal of Human Resources</i> , 2001, 39, 59-81.	3.9	2
51	Choice modelling and its potential application to tropical rainforest preservation. <i>Ecological Economics</i> , 2000, 35, 289-302.	5.7	193
52	Attribute Range Effects in Binary Response Tasks. <i>Marketing Letters</i> , 2000, 11, 249-260.	2.9	46
53	Stated Choice Models for Predicting The Impact Of User Fees at Public Recreation Sites. <i>Journal of Leisure Research</i> , 1999, 31, 300-324.	1.4	62
54	Combining sources of preference data. <i>Journal of Econometrics</i> , 1998, 89, 197-221.	6.5	314

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55	Stated Preference Approaches for Measuring Passive Use Values: Choice Experiments and Contingent Valuation. <i>American Journal of Agricultural Economics</i> , 1998, 80, 64-75.	4.3	949
56	Perceptions versus Objective Measures of Environmental Quality in Combined Revealed and Stated Preference Models of Environmental Valuation. <i>Journal of Environmental Economics and Management</i> , 1997, 32, 65-84.	4.7	348
57	A comparison of stated preference methods for environmental valuation. <i>Ecological Economics</i> , 1996, 18, 243-253.	5.7	476
58	Accommodating ideal brands and testing the predictive validity of brand-anchored conjoint analysis. <i>Journal of Retailing and Consumer Services</i> , 1994, 1, 21-29.	9.4	6
59	The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models. <i>Journal of Marketing Research</i> , 1993, 30, 305.	4.8	526
60	The equalization price: A measure of consumer-perceived brand equity. <i>International Journal of Research in Marketing</i> , 1993, 10, 23-45.	4.2	215
61	The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models. <i>Journal of Marketing Research</i> , 1993, 30, 305-314.	4.8	724
62	A REVIEW OF RECENT ADVANCES IN DECOMPOSITIONAL PREFERENCE AND CHOICE MODELS. <i>Tijdschrift Voor Economische En Sociale Geografie</i> , 1990, 81, 214-224.	2.1	19
63	Multiple Correspondence Analysis of Multiple Choice Experiment Data. <i>Journal of Marketing Research</i> , 1990, 27, 455.	4.8	30
64	Stated preference and choice models applied to recreation research: A review. <i>Leisure Sciences</i> , 1990, 12, 9-32.	3.1	173
65	Shopping-center patronage models. <i>Journal of Business Research</i> , 1990, 21, 259-275.	10.2	86
66	Analyzing Decision Making. , 1988, , .		338
67	Modeling individual residential preferences: A totally disaggregate approach. <i>Transportation Research Part A: Policy and Practice</i> , 1979, 13, 373-384.	0.2	43
68	Mass Transit Utilization: Individual Response Data Inputs. <i>Economic Geography</i> , 1973, 49, 122.	4.6	3