

Huachao Gao

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1517932/publications.pdf>

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7
papers

238
citations

1684188

5
h-index

1872680

6
g-index

7
all docs

7
docs citations

7
times ranked

187
citing authors

#	ARTICLE	IF	CITATIONS
1	How Does Local-Global Identity Affect Price Sensitivity?. Journal of Marketing, 2017, 81, 62-79.	11.3	99
2	All That Glitters Is Not Gold: How Others' Status Influences the Effect of Power Distance Belief on Status Consumption. Journal of Consumer Research, 2016, 43, 265-281.	5.1	83
3	The Differential Effect of Local-Global Identity Among Males and Females: The Case of Price Sensitivity. Journal of Marketing Research, 2020, 57, 173-191.	4.8	21
4	Heart or Mind? The Impact of Power Distance Belief on the Persuasiveness of Cognitive Versus Affective Appeals in Education Marketing Messages. Journal of Marketing Research, 2022, 59, 173-190.	4.8	17
5	The effect of power distance beliefs on the inconspicuous versus conspicuous consumption of luxury accessories in China and the USA. Journal of Marketing Management, 2021, 37, 1459-1489.	2.3	12
6	How does power distance belief impact consumers' responses to demotion in hierarchical loyalty programs? The dual processes of monetary and psychological losses. Journal of the Academy of Marketing Science, 2022, 50, 822-840.	11.2	6
7	The Differential Effect of Local-Global Identity Among Males and Females: The Case of Price Sensitivity. SSRN Electronic Journal, 2018, , .	0.4	0