

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