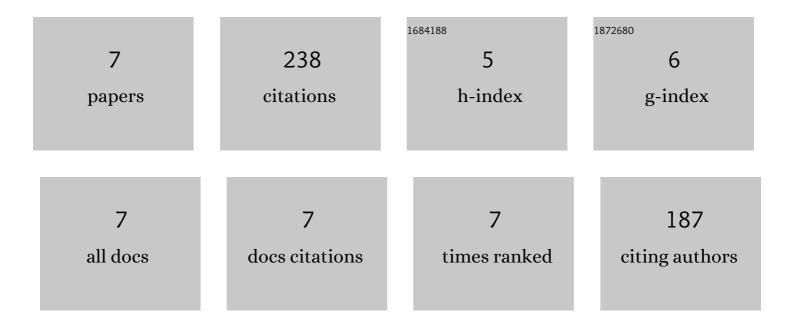
Huachao Gao

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1517932/publications.pdf Version: 2024-02-01



#	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. Journal of Marketing Research, 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. Journal of the Academy of Marketing Science, 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. Journal of Marketing Management, 2021, 37, 1459-1489.	2.3	12
4	The Differential Effect of Local–Clobal Identity Among Males and Females: The Case of Price Sensitivity. Journal of Marketing Research, 2020, 57, 173-191.	4.8	21
5	The Differential Effect of Local-Global Identity Among Males and Females: The Case of Price Sensitivity. SSRN Electronic Journal, 2018, , .	0.4	0
6	How Does Local–Global Identity Affect Price Sensitivity?. Journal of Marketing, 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. Journal of Consumer Research, 2016, 43, 265-281.	5.1	83