

Ronald Hill

List of Publications by Year in descending order

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Version: 2024-02-01

128
papers

7,448
citations

76326

40
h-index

60623

81
g-index

136
all docs

136
docs citations

136
times ranked

4181
citing authors

#	ARTICLE	IF	CITATIONS
1	What Exactly Is Marketing and Public Policy? Insights for JPPM Researchers. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 10-33.	3.4	14
2	Identity Management as a Coping Strategy for Stigmatization: The Case of Indian Sex Workers in a Libidinal Market. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 124-140.	3.4	5
3	Can advertising benefit women's development? Preliminary insights from a multi-method investigation. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 503-520.	11.2	6
4	Saving Behavior Within and Across Developing Nations: Implications for Public Policy Makers. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 354-371.	3.4	3
5	Evidence-Based Cannabis Policy: A Framework to Guide Marketing and Public Policy Research. <i>Journal of Public Policy and Marketing</i> , 2020, 39, 76-92.	3.4	13
6	Freedom of the Will and Consumption Restrictions. <i>Journal of Business Ethics</i> , 2020, 164, 311-324.	6.0	2
7	Does Research on Scarcity Apply to Impoverished Consumers?. <i>Journal of the Association for Consumer Research</i> , 2020, 5, 439-443.	1.7	6
8	Consumer Vulnerability. <i>Journal of Consumer Psychology</i> , 2020, 30, 551-570.	4.5	140
9	Pandemic 101. <i>Journal of Consumer Affairs</i> , 2020, 54, 393-394.	2.3	9
10	Poverty, consumption, and counterintuitive behavior. <i>Marketing Letters</i> , 2019, 30, 233-243.	2.9	6
11	Ready for the Revolution? Why Publishing Consumer Research Is Changing. <i>Journal of Consumer Affairs</i> , 2019, 53, 691-695.	2.3	2
12	Perfectionism and the Place of the Interior Life in Business: Toward an Ethics of Personal Growth. <i>Business Ethics Quarterly</i> , 2019, 29, 241-268.	1.5	7
13	The effects of scarcity on consumer decision journeys. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 532-550.	11.2	194
14	Theory of marketplace morality and impoverished consumers. <i>Marketing Theory</i> , 2018, 18, 411-420.	3.1	5
15	Poverty Research and Measurement: Making the Case for Consumption Adequacy. <i>Journal of Consumer Affairs</i> , 2018, 52, 770-791.	2.3	17
16	<i>Journal of Consumer Affairs</i> : Great Journal or Greatest Journal?. <i>Journal of Consumer Affairs</i> , 2018, 52, 3-4.	2.3	0
17	A Whole or Two Halves: Serving Size Framing Effects and Consumer Healthfulness Perceptions. <i>Journal of Consumer Affairs</i> , 2018, 52, 452-465.	2.3	2
18	Anticonsumption as Tactical Response to Institutionalized Subordination: The Case of Materially Deprived Anticonsumers. <i>Journal of Public Policy and Marketing</i> , 2018, 37, 213-226.	3.4	11

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19	Beyond the Risky Gamble: A Framework for Consumer Research in Real-World Risk. Journal of the Association for Consumer Research, 2018, 3, 1-6.	1.7	5
20	Failure of Ethical Leadership: Implications for Stakeholder Theory and "Anti-Stakeholders". Business and Society Review, 2017, 122, 165-190.	1.7	6
21	The Transformative Consumer Research Movement. Journal of Public Policy and Marketing, 2016, 35, 159-169.	3.4	62
22	Dehumanization and Restriction inside a Maximum Security Prison: Novel Insights about Consumer Acquisition and Ownership. Journal of the Association for Consumer Research, 2016, 1, 295-313.	1.7	20
23	Poverty as we never knew it: THE source of vulnerability for most of humankind. Journal of Marketing Management, 2016, 32, 365-370.	2.3	8
24	Antiservice as Guiding Maxim. Journal of Service Research, 2016, 19, 57-71.	12.2	14
25	Shopping While Nonwhite: Racial Discrimination among Minority Consumers. Journal of Consumer Affairs, 2015, 49, 328-355.	2.3	36
26	Consumption Restriction in a Total Control Institution: Participatory Action Research in a Maximum Security Prison. Journal of Public Policy and Marketing, 2015, 34, 156-172.	3.4	30
27	Improvisational Provisioning in Disaster. Journal of Macromarketing, 2015, 35, 334-352.	2.6	31
28	Antiservice Within the Medical Service Encounter: Lessons for Radiologists Beyond Service Recovery. Journal of the American College of Radiology, 2015, 12, 1280-1285.	1.8	7
29	"Lordy, Lordy, Look Who's 40!" The Journal of Consumer Research Reaches a Milestone. Journal of Consumer Research, 2015, 42, 19-29.	5.1	26
30	Saving and Well-Being at the Base of the Pyramid. Journal of Service Research, 2015, 18, 405-421.	12.2	70
31	Incivility in political advertisements: a look at the 2012 US presidential election. International Journal of Advertising, 2015, 34, 812-829.	6.7	9
32	Abusive supervision, distributive justice, and work-life balance: perspectives from salespeople and managers. Journal of Personal Selling and Sales Management, 2015, 35, 247-261.	2.8	14
33	Broadening the Paradigm of Marketing as Exchange: A Public Policy and Marketing Perspective. Journal of Public Policy and Marketing, 2014, 33, 17-33.	3.4	70
34	Setting the Stage for Paradigm Development: A "Small-Tent" Approach to Social Entrepreneurship. Journal of Social Entrepreneurship, 2014, 5, 243-269.	2.5	35
35	Poverty and Materialism: A Look at Impoverished versus Affluent Children. Journal of Public Policy and Marketing, 2014, 33, 78-92.	3.4	129
36	Optimizing marketer costs and consumer benefits across "clicks" and "bricks". Journal of the Academy of Marketing Science, 2014, 42, 619-641.	11.2	36

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37	Causes and Consequences of Abusive Supervision in Sales Management: A Tale of Two Perspectives. <i>Psychology and Marketing</i> , 2014, 31, 278-293.	8.2	19
38	Impoverished consumers, Catholic social teaching, and distributive justice. <i>Journal of Business Research</i> , 2014, 67, 32-41.	10.2	8
39	Codes of Ethical Conduct: A Bottom-Up Approach. <i>Journal of Business Ethics</i> , 2014, 123, 621-630.	6.0	24
40	Financial Insecurity and Deprivation Life Satisfaction, Self Determination, and Consumption Adequacy at the Bottom of the Pyramid How Economic Contractions and Expansions Affect Expenditure Patterns Living U.S. Capitalism: The Normalization of Credit/Debt Financial Deprivation Prompts Consumers to Seek Scarce Goods How Marketplace Performances Produce Interdependent Status Games and Contested Forms of Symbolic Capital. <i>Journal of Consumer Research</i> , 2013, 39, vii-x.	5.1	5
41	A community psychology of object meanings: Identity negotiation during disaster recovery. <i>Journal of Consumer Psychology</i> , 2013, 23, 275-287.	4.5	30
42	The Impact of Disparate Levels of Marketplace Inclusion on Consumer Brand Relationships. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 16-31.	3.4	27
43	Building an Inclusive Academic Community: A Possible Path for Public Policy and Marketing. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 1-3.	3.4	4
44	Life Satisfaction, Self-Determination, and Consumption Adequacy at the Bottom of the Pyramid. <i>Journal of Consumer Research</i> , 2012, 38, 1155-1168.	5.1	190
45	The universality of warmth and competence: A response to brands as intentional agents. <i>Journal of Consumer Psychology</i> , 2012, 22, 199-204.	4.5	54
46	A tale of two marketplaces: Consumption restriction, social comparison, and life satisfaction. <i>Marketing Letters</i> , 2012, 23, 731-744.	2.9	51
47	Absolute and Relative Restriction and Consumer Behavior: Implications for Understanding Global Consumption. <i>Journal of Consumer Affairs</i> , 2012, 46, 37-61.	2.3	15
48	Morality in marketing: Oxymoron or good business practice?. <i>Journal of Business Research</i> , 2011, 64, 922-927.	10.2	5
49	Whither Marketing and Public Policy Research? or Has Public Policy and Marketing Come of Age?. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 86-88.	3.4	5
50	A Cross-Cultural Examination of Corporate Social Responsibility Marketing Communications in Mexico and the United States: Strategies for Global Brands. <i>Journal of International Marketing</i> , 2011, 19, 30-44.	4.4	109
51	The Impact of Violence Against Women in Advertisements. <i>Journal of Advertising</i> , 2010, 39, 37-52.	6.6	31
52	A naturological approach to marketing exchanges: Implications for the bottom of the pyramid. <i>Journal of Business Research</i> , 2010, 63, 602-607.	10.2	29
53	Broadening the Concept of Public Policy and Marketing: How Far is Far Enough?. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 151-152.	3.4	4
54	A simulation of business-to-business decision making in a relationship marketing context. <i>Industrial Marketing Management</i> , 2009, 38, 994-1005.	6.7	17

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55	Globalization and Poverty: Oxymoron or New Possibilities?. Journal of Business Ethics, 2009, 85, 39-47.	6.0	12
56	The profit implications of altruistic versus egoistic orientations for business-to-business exchanges. International Journal of Research in Marketing, 2009, 26, 52-59.	4.2	10
57	Disadvantaged Consumers: An Ethical Approach to Consumption by the Poor. Journal of Business Ethics, 2008, 80, 77-83.	6.0	26
58	Neuromarketing and Consumer Free Will. Journal of Consumer Affairs, 2008, 42, 389-410.	2.3	107
59	Consumer behavior, extended-self, and sacred consumption: An alternative perspective from our animal companions. Journal of Business Research, 2008, 61, 553-562.	10.2	76
60	Rethinking Macro-level Theories of Consumption. Journal of Macromarketing, 2008, 28, 228-242.	2.6	17
61	Journal of Public Policy & Marketing: A Top-Tier Journal in an Age of Enlightenment. Journal of Public Policy and Marketing, 2008, 27, 1-3.	3.4	8
62	A Naturological Approach to Corporate Governance. Business and Society, 2007, 46, 286-303.	6.4	9
63	International Human Rights and Consumer Quality of Life: An Ethical Perspective. Journal of Macromarketing, 2007, 27, 370-379.	2.6	30
64	Journal of Public Policy & Marketing Scholarship: Changing the World One Article at a Time. Journal of Public Policy and Marketing, 2007, 26, 1-3.	3.4	6
65	The Consumer Culture of Poverty: Behavioral Research Findings and Their Implications in an Ethnographic Context. Journal of American Culture, The, 2007, 30, 81-95.	0.0	62
66	Consumer Experiences with Predatory Lending Practices. Journal of Consumer Affairs, 2007, 41, 29-46.	2.3	74
67	Corporate Social Responsibility and Socially Responsible Investing: A Global Perspective. Journal of Business Ethics, 2007, 70, 165-174.	6.0	261
68	A simulation of moral behavior within marketing exchange relationships. Journal of the Academy of Marketing Science, 2007, 35, 417-429.	11.2	24
69	The impact of perceived corporate social responsibility on consumer behavior. Journal of Business Research, 2006, 59, 46-53.	10.2	1,468
70	The Impact of Sponsor Fit on Brand Equity. Journal of Service Research, 2006, 9, 73-83.	12.2	188
71	Is it Better to be Naughty or Nice?. Journal of Investing, 2005, 14, 82-88.	0.2	42
72	The role of information technology and systems in reverse logistics: a case study. International Journal of Technology Management, 2005, 31, 140.	0.5	29

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73	â€˜The Impact of Personal and Organizational Moral Philosophies on Marketing Exchange Relationships: A Simulation Using the Prisonerâ€™s Dilemma Gameâ€™. <i>Journal of Business Ethics</i> , 2005, 62, 253-265.	6.0	8
74	A Consumer-Behavior Perspective on Intimate Partner Violence. <i>Journal of Contemporary Ethnography</i> , 2005, 34, 36-67.	1.7	15
75	Do the Poor Deserve Less Than Surfers? An Essay for the Special Issue on Vulnerable Consumers. <i>Journal of Macromarketing</i> , 2005, 25, 215-218.	2.6	44
76	The Multiplicity of Selves and Selves Management: A Leadership Challenge for the 21st Century. <i>Leadership</i> , 2005, 1, 127-140.	1.8	14
77	A Model of Consumption and Environmental Degradation: Making the case for sustainable consumer behaviour. <i>Journal of Human Development and Capabilities</i> , 2004, 5, 417-432.	0.8	7
78	The Socially-Responsible University: Talking the Talk while Walking the Walk in the College of Business. <i>Journal of Academic Ethics</i> , 2004, 2, 89-100.	2.2	21
79	Globalization and Technological Achievement: Implications for Macromarketing and the Digital Divide. <i>Journal of Macromarketing</i> , 2004, 24, 147-155.	2.6	33
80	The Naturological View of the Corporation and Its Social Responsibility: An Extension of the Frederick Model of Corporation-Community Relationships. <i>Business and Society Review</i> , 2004, 109, 281-296.	1.7	21
81	Corporate Social Responsibility in the 21st Century: A View from the World's Most Successful Firms. <i>Journal of Business Ethics</i> , 2003, 48, 175-187.	6.0	451
82	Homelessness in the US: an ethnographic look at consumption strategies. <i>Journal of Community and Applied Social Psychology</i> , 2003, 13, 128-137.	2.4	13
83	Corporate Social Responsibility: â€˜An Examination of Individual Firm Behavior. <i>Business and Society Review</i> , 2003, 108, 339-364.	1.7	57
84	Consumer Culture and the Culture of poverty: Implications for Marketingtheory and Practice. <i>Marketing Theory</i> , 2002, 2, 273-293.	3.1	52
85	Service Provision through Public-Private Partnerships. <i>Journal of Service Research</i> , 2002, 4, 278-289.	12.2	22
86	Managing Across Generations in the 21st Century. <i>Journal of Management Inquiry</i> , 2002, 11, 60-66.	3.9	98
87	Compassionate Love, Agape, and Altruism: A New Framework for Understanding and Supporting Impoverished Consumers. <i>Journal of Macromarketing</i> , 2002, 22, 19-31.	2.6	59
88	How can retailers enhance accessibility: giving consumers with visual impairments a voice in the marketplace. <i>Journal of Retailing and Consumer Services</i> , 2002, 9, 227-239.	9.4	69
89	Stalking the Poverty Consumer A Retrospective Examination of Modern Ethical Dilemmas. <i>Journal of Business Ethics</i> , 2002, 37, 209-219.	6.0	53
90	Marketplace Experiences of Consumers with Visual Impairments: Beyond the Americans with Disabilities Act. <i>Journal of Public Policy and Marketing</i> , 2001, 20, 215-224.	3.4	56

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91	Surviving in a Material World. <i>Journal of Contemporary Ethnography</i> , 2001, 30, 364-391.	1.7	79
92	On human commoditization and resistance: A model based upon Buchenwald Concentration Camp. <i>Psychology and Marketing</i> , 2000, 17, 469-491.	8.2	22
93	Global Poverty and the United Nations. <i>Journal of Public Policy and Marketing</i> , 1999, 18, 135-146.	3.4	32
94	Improving Service Encounters through Resource Sensitivity: The Case of Health Care Delivery in an Appalachian Community. <i>Journal of Public Policy and Marketing</i> , 1999, 18, 230-248.	3.4	83
95	Gender Inequity and Quality of Life: A Macromarketing Perspective. <i>Journal of Macromarketing</i> , 1999, 19, 140-152.	2.6	33
96	The Process of Becoming Homeless: An Investigation of Female-Headed Families Living in Poverty. <i>Journal of Consumer Affairs</i> , 1998, 32, 320-341.	2.3	28
97	The Rent-to-Own Industry and Pricing Disclosure Tactics. <i>Journal of Public Policy and Marketing</i> , 1998, 17, 3-10.	3.4	42
98	Juvenile Delinquents'™ Use of Consumption as Cultural Resistance: Implications for Juvenile Reform Programs and Public Policy. <i>Journal of Public Policy and Marketing</i> , 1998, 17, 185-196.	3.4	51
99	Consumer Survival during the Great Depression: Reports from the Field. <i>Journal of Macromarketing</i> , 1997, 17, 107-127.	2.6	30
100	Impoverished Consumers and Consumer Behavior: The Case of AFDC Mothers. <i>Journal of Macromarketing</i> , 1997, 17, 32-48.	2.6	105
101	Salesperson response to loss of a major account: A qualitative analysis. <i>Journal of Business Research</i> , 1997, 40, 167-180.	10.2	35
102	An Ethical Approach to Lobbying Activities of Businesses in the United States. <i>Journal of Business Ethics</i> , 1997, 16, 1371-1379.	6.0	29
103	Enhancing the consumer-product relationship: Lessons from the QVC home shopping channel. <i>Journal of Business Research</i> , 1996, 37, 193-200.	10.2	74
104	The Birth of Modern Entitlement Programs: Reports from the Field and Implications for Welfare Policy. <i>Journal of Public Policy and Marketing</i> , 1996, 15, 263-277.	3.4	13
105	Consumer Survival on Welfare with an Emphasis on Medicaid and the Food Stamp Program. <i>Journal of Public Policy and Marketing</i> , 1996, 15, 118-127.	3.4	23
106	The Loss of Animal Companions: A Humanistic and Consumption Perspective. <i>Society and Animals</i> , 1996, 4, 189-210.	0.2	25
107	Human Rights Abuses by the Third Reich: New Evidence from the Nazi Concentration Camp Buchenwald. <i>Human Rights Quarterly</i> , 1996, 18, 848-867.	0.2	4
108	The Vulnerability of those Grieving the Death of a Loved One: Implications for Public Policy. <i>Journal of Public Policy and Marketing</i> , 1995, 14, 128-142.	3.4	60

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109	Abortion in America: A Consumer-Behavior Perspective. <i>Journal of Consumer Research</i> , 1995, 21, 677.	5.1	27
110	Researching Sensitive Topics in Marketing: The Special Case of Vulnerable Populations. <i>Journal of Public Policy and Marketing</i> , 1995, 14, 143-148.	3.4	72
111	Family transitions during grief: Discontinuities in household consumption patterns. <i>Journal of Business Research</i> , 1995, 34, 67-79.	10.2	96
112	Bill Collectors and Consumers: A Troublesome Exchange Relationship. <i>Journal of Public Policy and Marketing</i> , 1994, 13, 20-35.	3.4	30
113	The Beauty Myth and Female Consumers: The Controversial Role of Advertising. <i>Journal of Consumer Affairs</i> , 1994, 28, 137-153.	2.3	68
114	The public policy issue of homelessness: A review and synthesis of existing research. <i>Journal of Business Research</i> , 1994, 30, 5-12.	10.2	20
115	Using the Analytic Hierarchy Process to Structure the Supplier Selection Procedure. <i>International Journal of Purchasing and Materials Management</i> , 1992, 28, 31-36.	0.9	285
116	Homeless Children: Coping with Material Losses. <i>Journal of Consumer Affairs</i> , 1992, 26, 274-287.	2.3	31
117	Criminal Receiving: The "Fence" as Marketer. <i>Journal of Public Policy and Marketing</i> , 1992, 11, 126-134.	3.4	8
118	Homeless Women, Special Possessions, and the Meaning of "Home": An Ethnographic Case Study. <i>Journal of Consumer Research</i> , 1991, 18, 298.	5.1	219
119	Fanatic consumer behavior: Athletics as a consumption experience. <i>Psychology and Marketing</i> , 1991, 8, 79-99.	8.2	28
120	Designing Effective Promotional Games: Opportunities and Problems. <i>Journal of Advertising</i> , 1991, 20, 69-81.	6.6	59
121	Advocacy Groups and Television Advertisers. <i>Journal of Advertising</i> , 1991, 20, 18-27.	6.6	19
122	Consumers' mood states and the decision-making process. <i>Marketing Letters</i> , 1990, 1, 229-238.	2.9	7
123	The Homeless in America: An Examination of Possessions and Consumption Behaviors. <i>Journal of Consumer Research</i> , 1990, 17, 303.	5.1	247
124	An Exploration of Voter Responses to Political Advertisements. <i>Journal of Advertising</i> , 1989, 18, 14-22.	6.6	113
125	Mood Manipulation in Marketing Research: An Examination of Potential Confounding Effects. <i>Journal of Marketing Research</i> , 1989, 26, 97.	4.8	35
126	Consumers' mood states: Antecedents and consequences of experiential versus informational strategies for brand choice. <i>Psychology and Marketing</i> , 1988, 5, 169-182.	8.2	33

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127	An Exploration of the Relationship between AIDS-Related Anxiety and the Evaluation of Condom Advertisements. <i>Journal of Advertising</i> , 1988, 17, 35-42.	6.6	38
128	The impact of interpersonal anxiety on consumer information processing. <i>Psychology and Marketing</i> , 1987, 4, 93-105.	8.2	9