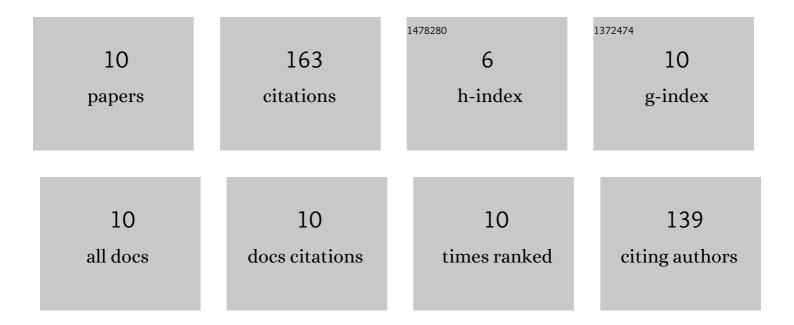
## Diogo Hildebrand

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2413511/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Consumer Responses to Corporate Social Responsibility (CSR) Contribution Type. Journal of Consumer Research, 2017, 44, 738-758.	3.5	64
2	Culturally Contingent Cravings: How Holistic Thinking Influences Consumer Responses to Food Appeals. Journal of Consumer Psychology, 2019, 29, 39-59.	3.2	35
3	Using eye-tracking to understand the impact of multitasking on memory for banner ads: the role of attention to the ad. International Journal of Advertising, 2019, 38, 154-170.	4.2	18
4	Is Salesperson Attractiveness a Boon or a Bane? The Moderating Role of Perceived Labor Costâ€Toâ€Price Ratio in Retail Bargaining. Journal of Consumer Psychology, 2020, 30, 447-465.	3.2	11
5	Flavor Fatigue: Cognitive Depletion Influences Consumer Enjoyment of Complex Flavors. Journal of Consumer Psychology, 2021, 31, 103-111.	3.2	10
6	The Impact of Acquisition Mode on Expected Speed of Product Mastery and Subsequent Consumer Behavior. Journal of Consumer Research, 2019, 46, 140-158.	3.5	8
7	Dressed to Impress: The Effect of Victim Attire on Helping Behavior. Journal of the Association for Consumer Research, 2019, 4, 376-386.	1.0	8
8	Does multitasking change how we think? The impact of specialized depletion from concurrent task performance on subsequent behavior. Psychology and Marketing, 2022, 39, 1244-1256.	4.6	5
9	How Communications That Portray Unhealthy Food Consumption Reduce Food Intake Among Dieters. Journal of Public Policy and Marketing, 2022, 41, 162-176.	2.2	3
10	Online advertising disclaimers in unregulated markets: use of disclaimers by multinational and local companies in the Brazilian toy industry. International Journal of Advertising, 2017, 36, 893-909.	4.2	1