

Diogo Hildebrand

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2413511/publications.pdf>

Version: 2024-02-01

10
papers

163
citations

1478280

6
h-index

1372474

10
g-index

10
all docs

10
docs citations

10
times ranked

139
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer Responses to Corporate Social Responsibility (CSR) Contribution Type. <i>Journal of Consumer Research</i> , 2017, 44, 738-758.	3.5	64
2	Culturally Contingent Cravings: How Holistic Thinking Influences Consumer Responses to Food Appeals. <i>Journal of Consumer Psychology</i> , 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. <i>International Journal of Advertising</i> , 2019, 38, 154-170.	4.2	18
4	Is Salesperson Attractiveness a Boon or a Bane? The Moderating Role of Perceived Labor Cost to Price Ratio in Retail Bargaining. <i>Journal of Consumer Psychology</i> , 2020, 30, 447-465.	3.2	11
5	Flavor Fatigue: Cognitive Depletion Influences Consumer Enjoyment of Complex Flavors. <i>Journal of Consumer Psychology</i> , 2021, 31, 103-111.	3.2	10
6	The Impact of Acquisition Mode on Expected Speed of Product Mastery and Subsequent Consumer Behavior. <i>Journal of Consumer Research</i> , 2019, 46, 140-158.	3.5	8
7	Dressed to Impress: The Effect of Victim Attire on Helping Behavior. <i>Journal of the Association for Consumer Research</i> , 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. <i>Psychology and Marketing</i> , 2022, 39, 1244-1256.	4.6	5
9	How Communications That Portray Unhealthy Food Consumption Reduce Food Intake Among Dieters. <i>Journal of Public Policy and Marketing</i> , 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. <i>International Journal of Advertising</i> , 2017, 36, 893-909.	4.2	1