

# 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

1478505

6  
h-index

1372567

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g-index

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10  
docs citations

10  
times ranked

139  
citing authors

#	ARTICLE	IF	CITATIONS
1	How Communications That Portray Unhealthy Food Consumption Reduce Food Intake Among Dieters. Journal of Public Policy and Marketing, 2022, 41, 162-176.	3.4	3
2	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.	8.2	5
3	Flavor Fatigue: Cognitive Depletion Influences Consumer Enjoyment of Complex Flavors. Journal of Consumer Psychology, 2021, 31, 103-111.	4.5	10
4	Is Salesperson Attractiveness a Boon or a Bane? The Moderating Role of Perceived Labor Cost to Price Ratio in Retail Bargaining. Journal of Consumer Psychology, 2020, 30, 447-465.	4.5	11
5	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.	6.7	18
6	The Impact of Acquisition Mode on Expected Speed of Product Mastery and Subsequent Consumer Behavior. Journal of Consumer Research, 2019, 46, 140-158.	5.1	8
7	Dressed to Impress: The Effect of Victim Attire on Helping Behavior. Journal of the Association for Consumer Research, 2019, 4, 376-386.	1.7	8
8	Culturally Contingent Cravings: How Holistic Thinking Influences Consumer Responses to Food Appeals. Journal of Consumer Psychology, 2019, 29, 39-59.	4.5	35
9	Consumer Responses to Corporate Social Responsibility (CSR) Contribution Type. Journal of Consumer Research, 2017, 44, 738-758.	5.1	64
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.	6.7	1