

Michael L Hair

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4595926/publications.pdf>

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7
papers

37
citations

2258059

3
h-index

1872680

6
g-index

7
all docs

7
docs citations

7
times ranked

33
citing authors

#	ARTICLE	IF	CITATIONS
1	How reviewersâ€™ use of profanity affects perceived usefulness of online reviews. <i>Marketing Letters</i> , 2018, 29, 151-163.	2.9	24
2	Attribute Dismissal and Valence Effects in Preferential Decision Processing. <i>Journal of Behavioral Decision Making</i> , 2018, 31, 164-178.	1.7	5
3	Effects of absence positioning of unknown product ingredients on consumer evaluations. <i>European Journal of Marketing</i> , 2018, 52, 2128-2150.	2.9	3
4	The Reciprocal Effects of Loneliness and Consumer Ethnocentrism in Online Behavior. <i>Australasian Marketing Journal</i> , 2020, 28, 35-46.	5.4	3
5	Consumersâ€™ Self-Contradictory Behaviors for Post-Purchase Product Configurations. <i>Journal of Marketing Theory and Practice</i> , 2019, 27, 19-37.	4.3	1
6	Eric is bad, but Erica is worse: greater negativity bias toward female brands. <i>Journal of Marketing Theory and Practice</i> , 2023, 31, 300-315.	4.3	1
7	The role of request precision and perceived efficacy in increasing charitable donations. <i>Journal of Philanthropy and Marketing</i> , 0, , .	1.0	0