

# Michael L Hair

## List of Publications by Year in descending order

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

Version: 2024-02-01

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	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
2	The Reciprocal Effects of Loneliness and Consumer Ethnocentrism in Online Behavior. <i>Australasian Marketing Journal</i> , 2020, 28, 35-46.	5.4	3
3	Consumers'™ Self-Contradictory Behaviors for Post-Purchase Product Configurations. <i>Journal of Marketing Theory and Practice</i> , 2019, 27, 19-37.	4.3	1
4	Attribute Dismissal and Valence Effects in Preferential Decision Processing. <i>Journal of Behavioral Decision Making</i> , 2018, 31, 164-178.	1.7	5
5	Effects of absence positioning of unknown product ingredients on consumer evaluations. <i>European Journal of Marketing</i> , 2018, 52, 2128-2150.	2.9	3
6	How reviewers'™ use of profanity affects perceived usefulness of online reviews. <i>Marketing Letters</i> , 2018, 29, 151-163.	2.9	24
7	The role of request precision and perceived efficacy in increasing charitable donations. <i>Journal of Philanthropy and Marketing</i> , 0, , .	1.0	0