

Amir heiman

List of Publications by Year in descending order

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Version: 2024-02-01

45
papers

1,043
citations

566801

15
h-index

433756

31
g-index

45
all docs

45
docs citations

45
times ranked

753
citing authors

#	ARTICLE	IF	CITATIONS
1	Adoption Versus Adaptation, with Emphasis on Climate Change. Annual Review of Resource Economics, 2012, 4, 27-53.	1.5	122
2	Demonstrations and money-back guarantees: market mechanisms to reduce uncertainty. Journal of Business Research, 2001, 54, 71-84.	5.8	116
3	Learning and Forgetting: Modeling Optimal Product Sampling Over Time. Management Science, 2001, 47, 532-546.	2.4	109
4	Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time. Journal of Marketing Research, 1996, 33, 422-430.	3.0	79
5	Valuation and management of money-back guarantee options. Journal of Retailing, 2002, 78, 193-205.	4.0	78
6	University Research and Offices of Technology Transfer. California Management Review, 2002, 45, 88-115.	3.4	73
7	Memory-Based Store Price Judgments: The Role of Knowledge and Shopping Experience. Journal of Retailing, 2008, 84, 414-423.	4.0	66
8	“Pivoting” by food industry firms to cope with COVID-19 in developing regions: E-commerce and e-copivoting delivery intermediaries. Agricultural Economics (United Kingdom), 2021, 52, 459-475.	2.0	62
9	Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time. Journal of Marketing Research, 1996, 33, 422.	3.0	52
10	Food beliefs and food supply chains: The impact of religion and religiosity in Israel. Food Policy, 2019, 83, 363-369.	2.8	29
11	The interaction of religion and family members’ influence on food decisions. Food Quality and Preference, 2007, 18, 786-794.	2.3	28
12	Calorie information effects on consumers' food choices: Sources of observed gender heterogeneity. Journal of Business Research, 2014, 67, 964-973.	5.8	23
13	Choosing Brands: Fresh Produce versus Other Products. American Journal of Agricultural Economics, 2008, 90, 463-475.	2.4	18
14	Time of adoption and intensity of technology transfer: an institutional analysis of offices of technology transfer in the United States. Journal of Technology Transfer, 2018, 43, 120-138.	2.5	18
15	The effect of information about health hazards on demand for frequently purchased commodities. International Journal of Research in Marketing, 2008, 25, 310-318.	2.4	17
16	A prospect theory approach to assessing changes in parameters of insurance contracts with an application to money-back guarantees. Journal of Behavioral and Experimental Economics, 2015, 54, 105-117.	0.5	17
17	The effects of information about health hazards in food on consumers’ choice process. Journal of Econometrics, 2011, 162, 140-147.	3.5	16
18	Marketing and Technology Adoption and Diffusion. Applied Economic Perspectives and Policy, 2020, 42, 21-30.	3.1	16

#	ARTICLE	IF	CITATIONS
19	From the laboratory to the consumer: Innovation, supply chain, and adoption with applications to natural resources. Proceedings of the National Academy of Sciences of the United States of America, 2022, 119, .	3.3	15
20	The Value of Economic Research. American Journal of Agricultural Economics, 1997, 79, 1539-1544.	2.4	10
21	(Poor) seeing is believing: When direct experience impairs product promotion. International Journal of Research in Marketing, 2016, 33, 881-895.	2.4	9
22	Attitude and purchasing decisions regarding genetically modified foods based on gender and education. International Journal of Biotechnology, 2011, 12, 50.	1.2	8
23	Incorporating family interactions and socioeconomic variables into family production functions: The case of demand for meats. Agribusiness, 2001, 17, 455-468.	1.9	7
24	The effects of imbalanced competition on demonstration strategies. International Journal of Research in Marketing, 2010, 27, 175-187.	2.4	7
25	Marketing as a Risk Management Mechanism with Applications in Agriculture, Resources, and Food Management. Annual Review of Resource Economics, 2018, 10, 253-277.	1.5	7
26	The effect of information regarding multi-attributes on consumers' choices of GM products. Environment and Development Economics, 2014, 19, 769-785.	1.3	6
27	The effect of religion, education and income on the level of acceptance of biotechnology. International Journal of Biotechnology, 2001, 3, 257.	1.2	5
28	The Role of Agricultural Promotions in Reducing Uncertainties of Exported Fruits and Vegetables. Journal of International Food and Agribusiness Marketing, 2001, 12, 1-26.	1.0	5
29	The Effects of COVID-19 on the Adoption of "On-the-Shelf Technologies": Virtual Dressing Room Software and the Expected Rise of Third-Party Reverse-Logistics. Service Science, 2022, 14, 179-194.	0.9	5
30	The economics of demonstrations: The effect of competition on demonstration and pricing strategies. Marketing Letters, 2010, 21, 351-363.	1.9	4
31	Willingness to pay for brands: a cross-region, cross-category analysis. Agricultural Economics (United Kingdom), 2010, 31, 1-14.	1.1	4
32	Isolating strategy effectiveness of brands in an emerging market: A choice modeling approach. Journal of Brand Management, 2017, 24, 161-177.	2.0	4
33	Nationalism in the produce aisle: Using country of origin labels to stir patriotism and animosity. Q Open, 2021, 1, .	0.7	3
34	Testing the Potential Benefits of Brands in Horticultural Products: The Case of Oranges. HortTechnology, 2004, 14, 136-140.	0.5	2
35	FRUIT QUALITY PERCEPTION BY GROWERS, RETAILERS AND CONSUMERS: THE CASE OF ORANGES. Acta Horticulturae, 2002, , 177-184.	0.1	1
36	The differential effects of time and usage on the brand premiums of automobiles. International Journal of Research in Marketing, 2022, 39, 212-226.	2.4	1

#	ARTICLE	IF	CITATIONS
37	Marketing Environmental Services. , 2009, , 59-76.		1
38	Information, Consumers, and GMF: A Comment. American Journal of Agricultural Economics, 2004, 86, 1247-1248.	2.4	0
39	Advertising Versus Sales in Demand Creation. B E Journal of Economic Analysis and Policy, 2011, 11, .	0.5	0
40	(Poor) Seeing is Believing: When Direct Experience Impairs Product Promotion. SSRN Electronic Journal, 0, , .	0.4	0
41	Potential psychological accounts for the relation between food insecurity and body overweight. Behavioral and Brain Sciences, 2017, 40, e117.	0.4	0
42	Marketing as a Risk Management Mechanism with Applications in Agriculture, Resources, and Food Management. SSRN Electronic Journal, 2018, , .	0.4	0
43	The Effects of Imbalanced Competition on Demonstration Strategies. SSRN Electronic Journal, 0, , .	0.4	0
44	The Effect of Social Norms and Economic Considerations on Purchases of Chicken. , 2012, , 143-157.		0
45	Adoption of Innovations: Comparing the Imitation and the Threshold Models. Foundations and Trends in Marketing, 2022, 17, 1-57.	0.7	0