

Hans Cm Van Trijp

List of Publications by Year in descending order

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Version: 2024-02-01

147
papers

9,833
citations

41258

49
h-index

39575

94
g-index

149
all docs

149
docs citations

149
times ranked

7038
citing authors

#	ARTICLE	IF	CITATIONS
1	The use of lisrel in validating marketing constructs. International Journal of Research in Marketing, 1991, 8, 283-299.	2.4	1,370
2	Consumer research in the early stages of new product development: a critical review of methods and techniques. Food Quality and Preference, 2005, 16, 181-201.	2.3	447
3	Why Switch? Product Categoryâ€“Level Explanations for True Variety-Seeking Behavior. Journal of Marketing Research, 1996, 33, 281-292.	3.0	354
4	Insects as food: Exploring cultural exposure and individual experience as determinants of acceptance. Food Quality and Preference, 2015, 42, 78-89.	2.3	349
5	Functional foods: health claim-food product compatibility and the impact of health claim framing on consumer evaluation. Appetite, 2005, 44, 299-308.	1.8	300
6	Front-of-pack nutrition labels. Their effect on attention and choices when consumers have varying goals and time constraints. Appetite, 2011, 57, 148-160.	1.8	262
7	Perceived quality: A market driven and consumer oriented approach. Food Quality and Preference, 1995, 6, 177-183.	2.3	252
8	Consumer response to packaging design: The role of packaging materials and graphics in sustainability perceptions and product evaluations. Journal of Cleaner Production, 2017, 162, 286-298.	4.6	251
9	Consumer perceptions of nutrition and health claims. Appetite, 2007, 48, 305-324.	1.8	239
10	Consumers' variety seeking tendency with respect to foods: Measurement and managerial implications. European Review of Agricultural Economics, 1992, 19, 181-195.	1.5	203
11	Tasty but nasty? Exploring the role of sensory-liking and food appropriateness in the willingness to eat unusual novel foods like insects. Food Quality and Preference, 2016, 48, 293-302.	2.3	191
12	What determines consumer attention to nutrition labels?. Food Quality and Preference, 2010, 21, 1042-1051.	2.3	166
13	Quality guidance: A consumer-based approach to food quality improvement using partial least squares. European Review of Agricultural Economics, 1996, 23, 195-215.	1.5	165
14	Consumers' Appreciation of Regional Certification Labels: A Pan-European Study. Journal of Agricultural Economics, 2007, 58, 1-23.	1.6	147
15	Understanding Consumer Confidence in the Safety of Food: Its Twoâ€“Dimensional Structure and Determinants. Risk Analysis, 2007, 27, 729-740.	1.5	143
16	Attention mediates the effect of nutrition label information on consumersâ€™ choice. Evidence from a choice experiment involving eye-tracking. Appetite, 2014, 76, 66-75.	1.8	133
17	Consumer understanding of nutrition and health claims: sources of evidence. British Journal of Nutrition, 2007, 98, 474-484.	1.2	130
18	Explicit and implicit attitude toward an emerging food technology: The case of cultured meat. Appetite, 2017, 108, 245-254.	1.8	130

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19	An efficient methodology for assessing attention to and effect of nutrition information displayed front-of-pack. <i>Food Quality and Preference</i> , 2011, 22, 592-601.	2.3	126
20	Consumer preferences for front-of-pack calories labelling. <i>Public Health Nutrition</i> , 2008, 11, 203-213.	1.1	122
21	Healthy snacks at the checkout counter: A lab and field study on the impact of shelf arrangement and assortment structure on consumer choices. <i>BMC Public Health</i> , 2012, 12, 1072.	1.2	122
22	Can a virtual supermarket bring realism into the lab? Comparing shopping behavior using virtual and pictorial store representations to behavior in a physical store. <i>Appetite</i> , 2016, 107, 196-207.	1.8	118
23	Effects of nutrition label format and product assortment on the healthfulness of food choice. <i>Appetite</i> , 2013, 71, 63-74.	1.8	116
24	Effects of variety and repeated in-home consumption on product acceptance. <i>Appetite</i> , 2000, 35, 113-119.	1.8	112
25	Monitoring consumer confidence in food safety: an exploratory study. <i>British Food Journal</i> , 2004, 106, 837-849.	1.6	108
26	The validity of attribute-importance measurement: A review. <i>Journal of Business Research</i> , 2007, 60, 1177-1190.	5.8	108
27	Internal versus external preference analysis: An exploratory study on end-user evaluation. <i>Food Quality and Preference</i> , 2006, 17, 387-399.	2.3	96
28	Consumer-oriented functional food development: how well do functional disciplines reflect the "voice of the consumer"? <i>Trends in Food Science and Technology</i> , 2002, 13, 93-101.	7.8	94
29	Standing out in the crowd: The effect of information clutter on consumer attention for front-of-pack nutrition labels. <i>Food Policy</i> , 2013, 41, 65-74.	2.8	84
30	Effects of sustainable design strategies on consumer preferences for redesigned packaging. <i>Journal of Cleaner Production</i> , 2018, 205, 854-865.	4.6	84
31	Newness, value and new product performance. <i>Trends in Food Science and Technology</i> , 2008, 19, 562-573.	7.8	82
32	Consumer confidence in the safety of food in Canada and the Netherlands: The validation of a generic framework. <i>Food Quality and Preference</i> , 2008, 19, 439-451.	2.3	80
33	Attribute Elicitation in Marketing Research: A Comparison of Three Procedures. <i>Marketing Letters</i> , 1997, 8, 153-165.	1.9	78
34	What determines ingredient awareness of consumers? A study on ten functional food ingredients. <i>Food Quality and Preference</i> , 2014, 32, 330-339.	2.3	77
35	Potential benefits of satiety to the consumer: scientific considerations. <i>Nutrition Research Reviews</i> , 2013, 26, 22-38.	2.1	76
36	Knowledge, perceptions and preferences of elderly regarding protein-enriched functional food. <i>Appetite</i> , 2014, 80, 16-22.	1.8	76

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37	Meeting Heterogeneity in Consumer Demand for Animal Welfare: A Reflection on Existing Knowledge and Implications for the Meat Sector. <i>Journal of Agricultural and Environmental Ethics</i> , 2013, 26, 629-661.	0.9	74
38	Cosmetic specifications in the food waste issue: Supply chain considerations and practices concerning suboptimal food products. <i>Journal of Cleaner Production</i> , 2018, 183, 698-709.	4.6	69
39	Taste interaction between glucose and fructose assessed by functional measurement. <i>Perception & Psychophysics</i> , 1987, 41, 383-392.	2.3	66
40	SENSORY ANALYSIS IN MARKETING PRACTICE: COMPARISON AND INTEGRATION. <i>Journal of Sensory Studies</i> , 1995, 10, 127-147.	0.8	65
41	The quest for the ideal product: Comparing different methods and approaches. <i>Food Quality and Preference</i> , 2007, 18, 729-740.	2.3	63
42	Cognitive and motivational structure of sustainability. <i>Journal of Economic Psychology</i> , 2011, 32, 726-741.	1.1	62
43	Laboratory hedonic ratings as predictors of consumption. <i>Food Quality and Preference</i> , 1999, 10, 411-418.	2.3	61
44	Understanding heterogeneity among elderly consumers: an evaluation of segmentation approaches in the functional food market. <i>Nutrition Research Reviews</i> , 2014, 27, 159-171.	2.1	61
45	Perceptual Mapping Based on Idiosyncratic Sets of Attributes. <i>Journal of Marketing Research</i> , 1994, 31, 15-27.	3.0	56
46	Conducting field research in subsistence markets, with an application to market orientation in the context of Ethiopian pastoralists. <i>International Journal of Research in Marketing</i> , 2013, 30, 83-97.	2.4	56
47	The impact of broiler production system practices on consumer perceptions of animal welfare. <i>Poultry Science</i> , 2013, 92, 3080-3095.	1.5	55
48	Consumer Confidence in the Safety of Food and Newspaper Coverage of Food Safety Issues: A Longitudinal Perspective. <i>Risk Analysis</i> , 2010, 30, 125-142.	1.5	54
49	To think or not to think: The effect of cognitive deliberation on the influence of injunctive versus descriptive social norms. <i>Psychology and Marketing</i> , 2011, 28, 709-729.	4.6	54
50	Variety seeking in the consumption of spread and cheese. <i>Appetite</i> , 1992, 18, 155-164.	1.8	53
51	Different shades of grey: Compromise products to encourage animal friendly consumption. <i>Food Quality and Preference</i> , 2015, 45, 87-99.	2.3	51
52	External cues challenging the internal appetite control system—Overview and practical implications. <i>Critical Reviews in Food Science and Nutrition</i> , 2017, 57, 2825-2834.	5.4	51
53	Examining heterogeneity in elderly consumers— acceptance of carriers for protein-enriched food: A segmentation study. <i>Food Quality and Preference</i> , 2015, 42, 130-138.	2.3	50
54	Body and Mind: Mindfulness Helps Consumers to Compensate for Prior Food Intake by Enhancing the Responsiveness to Physiological Cues. <i>Journal of Consumer Research</i> , 2016, 42, 783-803.	3.5	49

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55	Regulatory fit effects for injunctive versus descriptive social norms: Evidence from the promotion of sustainable products. <i>Marketing Letters</i> , 2013, 24, 191-203.	1.9	48
56	Product-Related Determinants of Variety-Seeking Behavior for Foods. <i>Appetite</i> , 1994, 22, 1-10.	1.8	47
57	Nutrigenomics-based personalised nutritional advice: in search of a business model?. <i>Genes and Nutrition</i> , 2013, 8, 153-163.	1.2	47
58	The role of familiarity in front-of-pack label evaluation and use: A comparison between the United Kingdom and The Netherlands. <i>Food Quality and Preference</i> , 2012, 26, 22-34.	2.3	46
59	The role of health-related claims and health-related symbols in consumer behaviour: Design and conceptual framework of the CLYMBOL project and initial results. <i>Nutrition Bulletin</i> , 2015, 40, 66-72.	0.8	46
60	From desktop to supermarket shelf: Eye-tracking exploration on consumer attention and choice. <i>Food Quality and Preference</i> , 2020, 81, 103839.	2.3	46
61	The SAFE FOODS framework for improved risk analysis of foods. <i>Food Control</i> , 2010, 21, 1566-1587.	2.8	45
62	Relevant or determinant: Importance in certified sustainable food consumption. <i>Food Quality and Preference</i> , 2013, 30, 93-101.	2.3	45
63	Hedonic responses, variety-seeking tendency and expressed variety in sandwich choices. <i>Appetite</i> , 1995, 24, 139-151.	1.8	44
64	Consumers on the Internet: ethical and legal aspects of commercialization of personalized nutrition. <i>Genes and Nutrition</i> , 2013, 8, 349-355.	1.2	37
65	Understanding consumer acceptance of intervention strategies for healthy food choices: a qualitative study. <i>BMC Public Health</i> , 2013, 13, 1073.	1.2	37
66	Consumer Acceptance of Population-Level Intervention Strategies for Healthy Food Choices: The Role of Perceived Effectiveness and Perceived Fairness. <i>Nutrients</i> , 2015, 7, 7842-7862.	1.7	37
67	The emergent demand chain management: key features and illustration from the beef business. <i>Supply Chain Management</i> , 2008, 13, 104-115.	3.7	36
68	Inferring product healthfulness from nutrition labelling. The influence of reference points. <i>Appetite</i> , 2014, 72, 138-149.	1.8	36
69	Seed producer cooperatives in the Ethiopian seed sector and their role in seed supply improvement: A review. <i>Journal of Crop Improvement</i> , 2017, 31, 323-355.	0.9	36
70	The effect of a default-based nudge on the choice of whole wheat bread. <i>Appetite</i> , 2018, 121, 179-185.	1.8	36
71	Linking product offering to consumer needs; inclusion of credence attributes and the influences of product features. <i>Food Quality and Preference</i> , 2007, 18, 296-304.	2.3	35
72	A-priori and post-hoc segmentation in the design of healthy eating campaigns. <i>Journal of Marketing Communications</i> , 2010, 16, 21-45.	2.7	34

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73	The unit size effect of indulgent food: How eating smaller sized items signals impulsivity and makes consumers eat less. <i>Psychology and Health</i> , 2014, 29, 1081-1103.	1.2	33
74	The impact of instructed mental simulation on wanting and choice between vice and virtue food products. <i>Food Quality and Preference</i> , 2019, 73, 182-191.	2.3	30
75	Determinants of stakeholders' attitudes towards a new technology: nanotechnology applications for food, water, energy and medicine. <i>Journal of Risk Research</i> , 2017, 20, 277-298.	1.4	29
76	Affect and Cognition in Attitude Formation toward Familiar and Unfamiliar Attitude Objects. <i>PLoS ONE</i> , 2015, 10, e0141790.	1.1	28
77	Consumer perceptions of, and preferences for, beverage containers. <i>Food Quality and Preference</i> , 1994, 5, 253-261.	2.3	27
78	Exploiting the Spur of the Moment to Enhance Healthy Consumption: Verbal Prompting to Increase Fruit Choices in a Self-Service Restaurant. <i>Applied Psychology: Health and Well-Being</i> , 2015, 7, 149-166.	1.6	27
79	Consumer understanding, interpretation and perceived levels of personal responsibility in relation to satiety-related claims. <i>Appetite</i> , 2012, 59, 912-920.	1.8	26
80	Consumers' intention to use health recommendation systems to receive personalized nutrition advice. <i>BMC Health Services Research</i> , 2013, 13, 126.	0.9	26
81	How does thinking in Black and White terms relate to eating behavior and weight regain?. <i>Journal of Health Psychology</i> , 2015, 20, 638-648.	1.3	26
82	Buyer social responsibility: a general concept and its implications for marketing management. <i>Journal of Marketing Management</i> , 2015, 31, 1428-1448.	1.2	26
83	Beyond expectations: The responses of the autonomic nervous system to visual food cues. <i>Physiology and Behavior</i> , 2017, 179, 478-486.	1.0	25
84	Promoting healthy choices from vending machines: Effectiveness and consumer evaluations of four types of interventions. <i>Food Policy</i> , 2018, 79, 247-255.	2.8	24
85	Understanding Consumer Evaluations of Personalised Nutrition Services in Terms of the Privacy Calculus: A Qualitative Study. <i>Public Health Genomics</i> , 2014, 17, 127-140.	0.6	23
86	Food waste as the consequence of competing motivations, lack of opportunities, and insufficient abilities. <i>Resources Conservation & Recycling X</i> , 2020, 5, 100026.	4.2	23
87	An investigation into the validity of measures for variation in consumption used in economics and marketing ¹ . <i>European Review of Agricultural Economics</i> , 1990, 17, 19-41.	1.5	22
88	Branding fresh food products: Exploratory empirical evidence from the Netherlands. <i>European Review of Agricultural Economics</i> , 1998, 25, 228-242.	1.5	22
89	The Adaptability of Marketing Systems to Interventions in Developing Countries: Evidence from the Pineapple System in Benin. <i>Journal of Public Policy and Marketing</i> , 2014, 33, 159-172.	2.2	21
90	Hot or not? Conveying sensory information on food packaging through the spiciness-shape correspondence. <i>Food Quality and Preference</i> , 2019, 71, 197-208.	2.3	21

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91	Tell me what you imagine and I will tell you what you want: The effects of mental simulation on desire and food choice. <i>Food Quality and Preference</i> , 2020, 83, 103892.	2.3	21
92	Integrating Producers at the Base of the Pyramid with Global Markets: A Market Learning Approach. <i>Journal of International Marketing</i> , 2015, 23, 44-63.	2.5	20
93	Modelling consumer choice through the random regret minimization model: An application in the food domain. <i>Food Quality and Preference</i> , 2019, 73, 97-109.	2.3	20
94	Heterogeneity in consumer perceptions of the animal friendliness of broiler production systems. <i>Food Policy</i> , 2014, 49, 174-185.	2.8	19
95	Sustainability labelling as a challenge to legitimacy: spillover effects of organic Fairtrade coffee on consumer perceptions of mainstream products and retailers. <i>Journal of Consumer Marketing</i> , 2015, 32, 422-431.	1.2	18
96	Consumer acceptance of personalised nutrition. <i>Genes and Nutrition</i> , 2007, 2, 85-87.	1.2	17
97	Changes in the influence of affect and cognition over time on consumer attitude formation toward nanotechnology: A longitudinal survey study. <i>Public Understanding of Science</i> , 2018, 27, 168-184.	1.6	17
98	Heart rate, skin conductance, and explicit responses to juice samples with varying levels of expectation (dis)confirmation. <i>Food Quality and Preference</i> , 2019, 71, 320-331.	2.3	17
99	Task experience and validity in perceptual mapping A comparison of two consumer-adaptive techniques. <i>International Journal of Research in Marketing</i> , 1996, 13, 265-276.	2.4	16
100	Living the African Dream: How Subsistence Entrepreneurs Move to Middle-Class Consumer Markets in Developing and Emerging Countries. <i>Journal of Marketing & Public Policy</i> , 2019, 38, 42-60.	2.4	16
101	A meaningful reminder on sustainability: When explicit and implicit packaging cues meet. <i>Journal of Environmental Psychology</i> , 2022, 79, 101724.	2.3	16
102	Consumers' images regarding genomics as a tomato breeding technology: "maybe it can provide a more tasty tomato". <i>Euphytica</i> , 2008, 159, 207-216.	0.6	15
103	The interplay between regulatory focus and temporal distance in the health context. <i>British Journal of Health Psychology</i> , 2018, 23, 22-37.	1.9	15
104	Methodological Challenges of Research in Nudging. , 2018, , 329-349.		15
105	Using product popularity to stimulate choice for light products in supermarkets: An examination in virtual reality. <i>Food Quality and Preference</i> , 2020, 79, 103786.	2.3	15
106	How to position "mildly sustainable" products: The joint impact of assortment display and price setting. <i>Food Quality and Preference</i> , 2015, 46, 26-32.	2.3	14
107	Marketing Animal-Friendly Products: Addressing the Consumer Social Dilemma with Reinforcement Positioning Strategies. <i>Animals</i> , 2017, 7, 98.	1.0	14
108	Heart rate and skin conductance responses to taste, taste novelty, and the (dis)confirmation of expectations. <i>Food Quality and Preference</i> , 2018, 65, 1-9.	2.3	14

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109	The influence of market orientation on firm performance and members'™ livelihood in Ethiopian seed producer cooperatives. <i>Agrekon</i> , 2017, 56, 366-382.	0.5	13
110	A Methodology for Estimating the Maximum Price Consumers Are willing to Pay in Relation to Perceived Quality and Consumer Characteristics. <i>Journal of International Food and Agribusiness Marketing</i> , 1989, 1, 7-24.	1.0	12
111	Benefit-€feature segmentation: a tool for the design of supply-€chain strategy. <i>Marketing Intelligence and Planning</i> , 2007, 25, 511-533.	2.1	11
112	Strategies for positioning animal welfare as personally relevant. <i>British Food Journal</i> , 2017, 119, 2062-2075.	1.6	11
113	Integrating Bottom-of-the-Pyramid Producers with High-Income Markets: Designing Institutional Arrangements for West African Shea Nut Butter Producers. <i>Journal of Public Policy and Marketing</i> , 2018, 37, 327-341.	2.2	11
114	Refining the smallholder market integration framework: A qualitative study of Ethiopian pastoralists. <i>Njas - Wageningen Journal of Life Sciences</i> , 2019, 88, 45-56.	7.9	11
115	The price of sustainability: How consumers trade-off conventional packaging benefits against sustainability. <i>Journal of Cleaner Production</i> , 2022, 365, 132739.	4.6	11
116	Systemic policies towards a healthier and more responsible food system. <i>Journal of Epidemiology and Community Health</i> , 2011, 65, 737-739.	2.0	10
117	Step-Change: Micro-Entrepreneurs'™ Entry into the Middle-Class Market. <i>Journal of African Business</i> , 2016, 17, 129-147.	1.3	10
118	Stuck in the middle with you: The role of similarity information on categorizing cultured meat. <i>Food Quality and Preference</i> , 2021, 93, 104265.	2.3	10
119	How do I look? Focusing attention on the outside body reduces responsiveness to internal signals in food intake. <i>Journal of Experimental Social Psychology</i> , 2015, 56, 207-213.	1.3	9
120	Breakfast barriers and opportunities for children living in a Dutch disadvantaged neighbourhood. <i>Appetite</i> , 2016, 107, 372-382.	1.8	9
121	Moving Toward New Horizons for Marketing Education. <i>Journal of Marketing Education</i> , 2017, 39, 47-60.	1.6	9
122	Body image dissatisfaction and health-enhancing food choices. <i>British Food Journal</i> , 2018, 120, 2778-2792.	1.6	9
123	What do you mean by hot? Assessing the associations raised by the visual depiction of an image of fire on food packaging. <i>Food Quality and Preference</i> , 2019, 71, 384-394.	2.3	9
124	The effect of a brief mindfulness intervention on perception of bodily signals of satiation and hunger. <i>Appetite</i> , 2021, 164, 105280.	1.8	9
125	Reply to commentaries on: Van Kleef, Van Trijp, and Luning, '€Consumer research in the early stages of new product development: a critical review of methods and techniques'™. <i>Food Quality and Preference</i> , 2005, 16, 223-226.	2.3	8
126	Why preferences change: Beliefs become more salient through provided (genomics) information. <i>Appetite</i> , 2006, 47, 343-351.	1.8	8

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127	Effect of Physical Damage and Storage of Pineapple Fruits on their Suitability for Juice Production. <i>Journal of Food Quality</i> , 2014, 37, 268-273.	1.4	8
128	Heterogeneity in barriers regarding the motivation, the opportunity and the ability to choose low-calorie snack foods and beverages: associations with real-life choices. <i>Public Health Nutrition</i> , 2016, 19, 1584-1597.	1.1	8
129	The Transformation of African Smallholders into Customer Value Creating Businesses: A Conceptual Framework. <i>Journal of African Business</i> , 2017, 18, 299-319.	1.3	8
130	Internally regulated eating style: a comprehensive theoretical framework. <i>British Journal of Nutrition</i> , 2021, 126, 138-150.	1.2	8
131	Moving towards a healthier assortment in secondary and vocational school food environments. <i>British Food Journal</i> , 2019, 121, 2052-2066.	1.6	7
132	Positioning Strategies for Animal-Friendly Products: A Social Dilemma Approach. <i>Journal of Consumer Affairs</i> , 2020, 54, 100-129.	1.2	7
133	Market knowledge as a driver of sustainable use of common-pool resources: A lab-in-the-field study among pastoralists in Ethiopia. <i>Ecological Economics</i> , 2021, 185, 107039.	2.9	7
134	Understanding consumers of food products. , 2007, , .		7
135	Bringing the voice of consumers into plant breeding with Bayesian modelling. <i>Euphytica</i> , 2013, 189, 365-378.	0.6	6
136	Tracing Attitude Expressions: An Eye-Tracking Study. <i>Journal of Behavioral Decision Making</i> , 2016, 29, 232-244.	1.0	6
137	“Misalignments between users and designers as source of inspiration: A novel hybrid method for physical new product development”. <i>Technovation</i> , 2022, 111, 102391.	4.2	6
138	Development and validation of the Multidimensional Internally Regulated Eating Scale (MIREs). <i>PLoS ONE</i> , 2020, 15, e0239904.	1.1	6
139	Assessment of the cross-national validity of an End-anchored 9-point hedonic product liking scale. <i>Quality and Quantity</i> , 2015, 49, 1267-1286.	2.0	5
140	Using a Virtual Store As a Research Tool to Investigate Consumer In-store Behavior. <i>Journal of Visualized Experiments</i> , 2017, , .	0.2	5
141	Customer Evaluation of Supply Systems: The Case of Ethiopian Seed Supply Systems. <i>Journal of African Business</i> , 2018, 19, 550-570.	1.3	5
142	A Marketing and Consumer Behavior Perspective on Personalized Nutrition. , 2007, , 185-204.		5
143	The moderating effect of motivation on health-related decision-making. <i>Psychology and Health</i> , 2017, 32, 665-685.	1.2	4
144	Self-reported sensitivity to physiological signals of satiation and hunger: Assessment of construct validity. <i>Personality and Individual Differences</i> , 2021, 182, 111054.	1.6	3

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145	Social marketing approaches to obesity prevention. , 2010, , 380-394.		2
146	When natural resources run out, market knowledge steps in: Lessons on natural resource deployment from a longitudinal study in a resourceâ€scarce region of Ethiopia. Business Strategy and the Environment, 2021, 30, 1598-1609.	8.5	2
147	Information context matters in detection and identification of information: Reply to. Food Quality and Preference, 2011, 22, 786-787.	2.3	1