

# Meng-Hua Hsieh

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8694110/publications.pdf>

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7  
papers

85  
citations

1684188  
5  
h-index

1720034  
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g-index

7  
all docs

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docs citations

7  
times ranked

59  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer mindsets matter: Benefit framing and firmâ€™cause fit in the persuasiveness of cause-related marketing campaigns. <i>Journal of Business Research</i> , 2021, 129, 418-427.	10.2	11
2	Self-construal drives preference for partner and servant brands. <i>Journal of Business Research</i> , 2021, 129, 183-192.	10.2	9
3	How a maximizing orientation affects trade-offs between desirability and feasibility: The role of outcome- versus process-focused decision making. <i>Journal of Behavioral Decision Making</i> , 2020, 33, 39-51.	1.7	14
4	The role of imagination in consumersâ€™ processing of visual metaphors in prescription drug advertising. <i>Health Marketing Quarterly</i> , 2019, 36, 169-185.	1.0	3
5	Transmission and refutation of organisational rumours: Consumer identification and processing types. <i>Journal of Consumer Behaviour</i> , 2019, 18, 247-260.	4.2	3
6	Persuasive Charity Appeals for Less and More Controllable Health Causes: The Roles of Implicit Mindsets and Benefit Frames. <i>Journal of Advertising</i> , 2018, 47, 112-126.	6.6	19
7	The influence of implicit theories and message frame on the persuasiveness of disease prevention and detection advocacies. <i>Organizational Behavior and Human Decision Processes</i> , 2013, 122, 141-151.	2.5	26