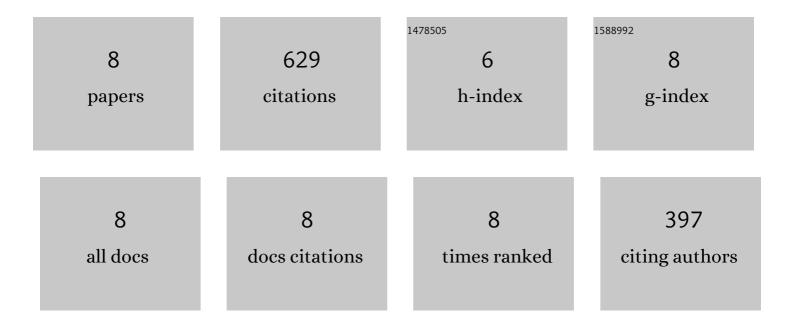
James B Hunt

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10548274/publications.pdf Version: 2024-02-01



IAMES R HUNT

#	Article	IF	CITATIONS
1	The Protection Motivation Model: A Normative Model of Fear Appeals. Journal of Marketing, 1991, 55, 36-45.	11.3	296
2	The Protection Motivation Model: A Normative Model of Fear Appeals. Journal of Marketing, 1991, 55, 36.	11.3	208
3	Knowledge and the ordered protection motivation model: Tools for preventing AIDS. Journal of Business Research, 1994, 30, 13-24.	10.2	44
4	Fear, Coping, and Information. Health Marketing Quarterly, 2002, 20, 51-73.	1.0	43
5	Content Analysis of U.S. and Indian Magazine Advertising. Journal of International Consumer Marketing, 1995, 8, 93-110.	3.7	16
6	What Ratemyprofessors.com Reveals About How and Why Students Evaluate Their Professors: A Glimpse Into the Student Mind-Set. Marketing Education Review, 2013, 23, 151-162.	1.3	16
7	Specialty Advertising as a Tool for Building Goodwill. Journal of Promotion Management, 1992, 1, 41-55.	3.4	5
8	Marketing the AIDS Message to College Students:. Journal of Nonprofit and Public Sector Marketing, 1996, 4, 63-76.	1.6	1