

James B Hunt

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10548274/publications.pdf>

Version: 2024-02-01

8
papers

629
citations

1478505
6
h-index

1588992
8
g-index

8
all docs

8
docs citations

8
times ranked

397
citing authors

#	ARTICLE	IF	CITATIONS
1	The Protection Motivation Model: A Normative Model of Fear Appeals. <i>Journal of Marketing</i> , 1991, 55, 36-45.	11.3	296
2	The Protection Motivation Model: A Normative Model of Fear Appeals. <i>Journal of Marketing</i> , 1991, 55, 36.	11.3	208
3	Knowledge and the ordered protection motivation model: Tools for preventing AIDS. <i>Journal of Business Research</i> , 1994, 30, 13-24.	10.2	44
4	Fear, Coping, and Information. <i>Health Marketing Quarterly</i> , 2002, 20, 51-73.	1.0	43
5	Content Analysis of U.S. and Indian Magazine Advertising. <i>Journal of International Consumer Marketing</i> , 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. <i>Marketing Education Review</i> , 2013, 23, 151-162.	1.3	16
7	Specialty Advertising as a Tool for Building Goodwill. <i>Journal of Promotion Management</i> , 1992, 1, 41-55.	3.4	5
8	Marketing the AIDS Message to College Students. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1996, 4, 63-76.	1.6	1