

# Joel Huber

## List of Publications by Year in descending order

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Version: 2024-02-01

32  
papers

5,778  
citations

218677

26  
h-index

454955

30  
g-index

34  
all docs

34  
docs citations

34  
times ranked

3653  
citing authors

#	ARTICLE	IF	CITATIONS
1	Adding Asymmetrically Dominated Alternatives: Violations of Regularity and the Similarity Hypothesis. <i>Journal of Consumer Research</i> , 1982, 9, 90.	5.1	1,517
2	The Importance of Utility Balance in Efficient Choice Designs. <i>Journal of Marketing Research</i> , 1996, 33, 307-317.	4.8	563
3	The Importance of Utility Balance in Efficient Choice Designs. <i>Journal of Marketing Research</i> , 1996, 33, 307.	4.8	489
4	Market Boundaries and Product Choice: Illustrating Attraction and Substitution Effects. <i>Journal of Consumer Research</i> , 1983, 10, 31.	5.1	368
5	Nonconscious Goals and Consumer Choice. <i>Journal of Consumer Research</i> , 2008, 35, 189-201.	5.1	298
6	The Impact of Anticipating Satisfaction on Consumer Choice. <i>Journal of Consumer Research</i> , 2000, 27, 202-216.	5.1	265
7	An Investigation of the Rationality of Consumer Valuations of Multiple Health Risks. <i>RAND Journal of Economics</i> , 1987, 18, 465.	2.3	248
8	MTurk Character Misrepresentation: Assessment and Solutions. <i>Journal of Consumer Research</i> , 2017, 44, 211-230.	5.1	246
9	Pricing environmental health risks: survey assessments of risk-risk and risk-dollar trade-offs for chronic bronchitis. <i>Journal of Environmental Economics and Management</i> , 1991, 21, 32-51.	4.7	237
10	On the Similarity of Classical and Bayesian Estimates of Individual Mean Partworths. <i>Marketing Letters</i> , 2001, 12, 259-269.	2.9	201
11	The Shopping Momentum Effect. <i>Journal of Marketing Research</i> , 2007, 44, 370-378.	4.8	172
12	Promoting Recycling: Private Values, Social Norms, and Economic Incentives. <i>American Economic Review</i> , 2011, 101, 65-70.	8.5	165
13	The Effectiveness of Alternative Preference Elicitation Procedures in Predicting Choice. <i>Journal of Marketing Research</i> , 1993, 30, 105-114.	4.8	115
14	Let's be Honest about the Attraction Effect. <i>Journal of Marketing Research</i> , 2014, 51, 520-525.	4.8	110
15	Improving Parameter Estimates and Model Prediction by Aggregate Customization in Choice Experiments. <i>Journal of Consumer Research</i> , 2001, 28, 273-283.	5.1	108
16	Using Extremeness Aversion to Fight Obesity: Policy Implications of Context Dependent Demand. <i>Journal of Consumer Research</i> , 2008, 35, 406-422.	5.1	104
17	Adapting Cutoffs to the Choice Environment: The Effects of Attribute Correlation and Reliability. <i>Journal of Consumer Research</i> , 1991, 18, 346.	5.1	78
18	Estimating discount rates for environmental quality from utility-based choice experiments. <i>Journal of Risk and Uncertainty</i> , 2008, 37, 199-220.	1.5	76

#	ARTICLE	IF	CITATIONS
19	Adjusting Choice Models to Better Predict Market Behavior. <i>Marketing Letters</i> , 2005, 16, 197-208.	2.9	64
20	The Economic Value of Water Quality. <i>Environmental and Resource Economics</i> , 2008, 41, 169-187.	3.2	62
21	Effects of Competitive Context and of Additional Information on Price Sensitivity. <i>Journal of Marketing Research</i> , 1986, 23, 250-260.	4.8	55
22	Dynamic relationships between social norms and pro-environmental behavior: evidence from household recycling. <i>Behavioural Public Policy</i> , 2020, 4, 1-25.	2.4	36
23	Dealing with Product Similarity in Conjoint Simulations. , 2007, , 347-362.		36
24	Discontinuous Behavioral Responses to Recycling Laws and Plastic Water Bottle Deposits. <i>American Law and Economics Review</i> , 2013, 15, 110-155.	0.9	33
25	Alternative Policies to Increase Recycling of Plastic Water Bottles in the United States. <i>Review of Environmental Economics and Policy</i> , 2012, 6, 190-211.	7.0	31
26	Reinforcement versus balance response in sequential choice. <i>Marketing Letters</i> , 2008, 19, 229-239.	2.9	30
27	Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility. <i>Marketing Letters</i> , 1997, 8, 323-334.	2.9	27
28	Survey Mode Effects on Valuation of Environmental Goods. <i>International Journal of Environmental Research and Public Health</i> , 2011, 8, 1222-1243.	2.6	24
29	Dealing with Product Similarity in Conjoint Simulations. , 2000, , 393-410.		7
30	Dynamic Relationships between Social Norms and Pro-Environmental Behaviour: Evidence from Household Recycling. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	2
31	Dealing with Product Similarity in Conjoint Simulations. , 2003, , 505-522.		2
32	Dealing with Product Similarity in Conjoint Simulations. , 2001, , 479-496.		2