

# 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	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
2	MTurk Character Misrepresentation: Assessment and Solutions. <i>Journal of Consumer Research</i> , 2017, 44, 211-230.	5.1	246
3	Dynamic Relationships between Social Norms and Pro-Environmental Behaviour: Evidence from Household Recycling. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	2
4	Let's be Honest about the Attraction Effect. <i>Journal of Marketing Research</i> , 2014, 51, 520-525.	4.8	110
5	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
6	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
7	Promoting Recycling: Private Values, Social Norms, and Economic Incentives. <i>American Economic Review</i> , 2011, 101, 65-70.	8.5	165
8	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
9	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
10	Reinforcement versus balance response in sequential choice. <i>Marketing Letters</i> , 2008, 19, 229-239.	2.9	30
11	The Economic Value of Water Quality. <i>Environmental and Resource Economics</i> , 2008, 41, 169-187.	3.2	62
12	Nonconscious Goals and Consumer Choice. <i>Journal of Consumer Research</i> , 2008, 35, 189-201.	5.1	298
13	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
14	The Shopping Momentum Effect. <i>Journal of Marketing Research</i> , 2007, 44, 370-378.	4.8	172
15	Dealing with Product Similarity in Conjoint Simulations. , 2007, , 347-362.		36
16	Adjusting Choice Models to Better Predict Market Behavior. <i>Marketing Letters</i> , 2005, 16, 197-208.	2.9	64
17	Dealing with Product Similarity in Conjoint Simulations. , 2003, , 505-522.		2
18	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

#	ARTICLE	IF	CITATIONS
19	On the Similarity of Classical and Bayesian Estimates of Individual Mean Partworths. Marketing Letters, 2001, 12, 259-269.	2.9	201
20	Dealing with Product Similarity in Conjoint Simulations. , 2001, , 479-496.		2
21	The Impact of Anticipating Satisfaction on Consumer Choice. Journal of Consumer Research, 2000, 27, 202-216.	5.1	265
22	Dealing with Product Similarity in Conjoint Simulations. , 2000, , 393-410.		7
23	Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility. Marketing Letters, 1997, 8, 323-334.	2.9	27
24	The Importance of Utility Balance in Efficient Choice Designs. Journal of Marketing Research, 1996, 33, 307-317.	4.8	563
25	The Importance of Utility Balance in Efficient Choice Designs. Journal of Marketing Research, 1996, 33, 307.	4.8	489
26	The Effectiveness of Alternative Preference Elicitation Procedures in Predicting Choice. Journal of Marketing Research, 1993, 30, 105-114.	4.8	115
27	Pricing environmental health risks: survey assessments of risk-risk and risk-dollar trade-offs for chronic bronchitis. Journal of Environmental Economics and Management, 1991, 21, 32-51.	4.7	237
28	Adapting Cutoffs to the Choice Environment: The Effects of Attribute Correlation and Reliability. Journal of Consumer Research, 1991, 18, 346.	5.1	78
29	An Investigation of the Rationality of Consumer Valuations of Multiple Health Risks. RAND Journal of Economics, 1987, 18, 465.	2.3	248
30	Effects of Competitive Context and of Additional Information on Price Sensitivity. Journal of Marketing Research, 1986, 23, 250-260.	4.8	55
31	Market Boundaries and Product Choice: Illustrating Attraction and Substitution Effects. Journal of Consumer Research, 1983, 10, 31.	5.1	368
32	Adding Asymmetrically Dominated Alternatives: Violations of Regularity and the Similarity Hypothesis. Journal of Consumer Research, 1982, 9, 90.	5.1	1,517