

Stephen J Hoch

List of Publications by Year in descending order

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34
papers

8,561
citations

147801

31
h-index

377865

34
g-index

34
all docs

34
docs citations

34
times ranked

4009
citing authors

#	ARTICLE	IF	CITATIONS
1	Dynamics of price premiums in loyalty programs. <i>European Journal of Marketing</i> , 2014, 48, 617-640.	2.9	12
2	Cherry-Picking. <i>Journal of Marketing</i> , 2005, 69, 46-62.	11.3	120
3	Positioning of Store Brands. <i>Marketing Science</i> , 2002, 21, 378-397.	4.1	300
4	Product Experience Is Seductive. <i>Journal of Consumer Research</i> , 2002, 29, 448-454.	5.1	271
5	Low-Involvement Learning: Repetition and Coherence in Familiarity and Belief. <i>Journal of Consumer Psychology</i> , 2001, 11, 1-11.	4.5	75
6	Effective category management depends on the role of the category. <i>Journal of Retailing</i> , 2001, 77, 165-184.	6.2	259
7	The Variety of an Assortment. <i>Marketing Science</i> , 1999, 18, 527-546.	4.1	383
8	Exploiting the installed base using cross-merchandising and category destination programs. <i>International Journal of Research in Marketing</i> , 1998, 15, 459-471.	4.2	122
9	An Anchoring and Adjustment Model of Purchase Quantity Decisions. <i>Journal of Marketing Research</i> , 1998, 35, 71-81.	4.8	231
10	Why Store Brand Penetration Varies by Retailer. <i>Marketing Science</i> , 1997, 16, 208-227.	4.1	439
11	Price Discrimination using in-Store Merchandising. <i>Journal of Marketing</i> , 1996, 60, 17-30.	11.3	48
12	A Psychological Approach to Decision Support Systems. <i>Management Science</i> , 1996, 42, 51-64.	4.1	156
13	Price Discrimination Using In-Store Merchandising. <i>Journal of Marketing</i> , 1996, 60, 17.	11.3	69
14	Consumption Vocabulary and Preference Formation. <i>Journal of Consumer Research</i> , 1996, 23, 120.	5.1	120
15	Determinants of Store-Level Price Elasticity. <i>Journal of Marketing Research</i> , 1995, 32, 17-29.	4.8	367
16	Determinants of Store-Level Price Elasticity. <i>Journal of Marketing Research</i> , 1995, 32, 17.	4.8	265
17	EDLP, Hi-Lo, and Margin Arithmetic. <i>Journal of Marketing</i> , 1994, 58, 16-27.	11.3	231
18	EDLP, Hi-Lo, and Margin Arithmetic. <i>Journal of Marketing</i> , 1994, 58, 16.	11.3	200

#	ARTICLE	IF	CITATIONS
19	Shelf management and space elasticity. <i>Journal of Retailing</i> , 1994, 70, 301-326.	6.2	490
20	Low-Involvement Learning: Memory without Evaluation. <i>Journal of Consumer Research</i> , 1992, 19, 212.	5.1	308
21	Modèles à base de données et intuition managériale: 50% modèle + 50% manager. <i>Recherche Et Applications En Marketing</i> , 1991, 6, 79-98.	0.5	3
22	Time-Inconsistent Preferences and Consumer Self-Control. <i>Journal of Consumer Research</i> , 1991, 17, 492.	5.1	1,034
23	Managing What Consumers Learn from Experience. <i>Journal of Marketing</i> , 1989, 53, 1-20.	11.3	471
24	Managing What Consumers Learn from Experience. <i>Journal of Marketing</i> , 1989, 53, 1.	11.3	383
25	Ambiguity, Processing Strategy, and Advertising-Evidence Interactions. <i>Journal of Consumer Research</i> , 1989, 16, 354.	5.1	121
26	Outcome feedback: Hindsight and information.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1989, 15, 605-619.	0.9	77
27	Who Do We Know: Predicting the Interests and Opinions of the American Consumer. <i>Journal of Consumer Research</i> , 1988, 15, 315.	5.1	93
28	Perceived consensus and predictive accuracy: The pros and cons of projection.. <i>Journal of Personality and Social Psychology</i> , 1987, 53, 221-234.	2.8	325
29	An Anchoring and Adjustment Model of Spousal Predictions. <i>Journal of Consumer Research</i> , 1986, 13, 25.	5.1	262
30	Consumer Learning: Advertising and the Ambiguity of Product Experience. <i>Journal of Consumer Research</i> , 1986, 13, 221.	5.1	727
31	Counterfactual reasoning and accuracy in predicting personal events.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1985, 11, 719-731.	0.9	343
32	Logical knowledge and cue redundancy in deductive reasoning. <i>Memory and Cognition</i> , 1985, 13, 453-462.	1.6	65
33	Availability and interference in predictive judgment.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1984, 10, 649-662.	0.9	172
34	Cue redundancy and extra logical inferences in a deductive reasoning task. <i>Memory and Cognition</i> , 1983, 11, 200-209.	1.6	19