

# Jacob Hornik

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11399588/publications.pdf>

Version: 2024-02-01

35  
papers

1,834  
citations

430874

18  
h-index

395702

33  
g-index

35  
all docs

35  
docs citations

35  
times ranked

1037  
citing authors

#	ARTICLE	IF	CITATIONS
1	Situational Effects on the Consumption of Time. <i>Journal of Marketing</i> , 1982, 46, 44-55.	11.3	322
2	Subjective vs. Objective Time Measures: A Note on the Perception of Time in Consumer Behavior. <i>Journal of Consumer Research</i> , 1984, 11, 615.	5.1	302
3	Tactile Stimulation and Consumer Response. <i>Journal of Consumer Research</i> , 1992, 19, 449.	5.1	229
4	The Use of Time: An Integrated Conceptual Model. <i>Journal of Consumer Research</i> , 1981, 7, 407.	5.1	191
5	Information dissemination via electronic word-of-mouth: Good news travels fast, bad news travels faster!. <i>Computers in Human Behavior</i> , 2015, 45, 273-280.	8.5	129
6	Strategies to Secure Compliance for a Mall Intercept Interview. <i>Public Opinion Quarterly</i> , 1988, 52, 539.	1.6	103
7	Effects of physical contact on customers' shopping time and behavior. <i>Marketing Letters</i> , 1992, 3, 49-55.	2.9	73
8	Psychological Time: The Case of Time and Consumer Behaviour. <i>Time and Society</i> , 1996, 5, 385-397.	1.5	47
9	Impact of Pre-Call Request Form and Gender Interaction on Response to a Mail Survey. <i>Journal of Marketing Research</i> , 1982, 19, 144-151.	4.8	45
10	Time estimation and orientation mediated by transient mood. <i>Journal of Socio-Economics</i> , 1992, 21, 209-227.	1.0	43
11	The role of affect in consumers' temporal judgments. <i>Psychology and Marketing</i> , 1993, 10, 239-255.	8.2	39
12	Situational Effects on the Consumption of Time. <i>Journal of Marketing</i> , 1982, 46, 44.	11.3	36
13	Time Cue and Time Perception Effect on Response to Mail Surveys. <i>Journal of Marketing Research</i> , 1981, 18, 243-248.	4.8	32
14	Allocation of Time to the Mass Media. <i>Journal of Consumer Research</i> , 1981, 7, 343.	5.1	29
15	Impact of Pre-Call Request Form and Gender Interaction on Response to a Mail Survey. <i>Journal of Marketing Research</i> , 1982, 19, 144.	4.8	26
16	Quantitative evaluation of persuasive appeals using comparative meta-analysis. <i>Communication Review</i> , 2016, 19, 192-222.	1.2	24
17	Diurnal Variation in Consumer Response. <i>Journal of Consumer Research</i> , 1988, 14, 588.	5.1	23
18	Synchrony effects on customers' responses and behaviors. <i>International Journal of Research in Marketing</i> , 2009, 26, 34-40.	4.2	23

#	ARTICLE	IF	CITATIONS
19	Time Cue and Time Perception Effect on Response to Mail Surveys. <i>Journal of Marketing Research</i> , 1981, 18, 243.	4.8	19
20	The joy of pain. <i>Internet Research</i> , 2019, 29, 82-103.	4.9	13
21	Foreign source effects on response behavior in cross-national mail surveys. <i>International Journal of Research in Marketing</i> , 1986, 3, 157-167.	4.2	11
22	Inferring the Distribution of Households' Duration of Residence From Data on Current Residence Time. <i>Journal of Business and Economic Statistics</i> , 1999, 17, 373-381.	2.9	11
23	Exploring the Intentional Gap Between Signing an Organ Donor Card and Actual Behavior. <i>Journal of International Consumer Marketing</i> , 2006, 18, 101-121.	3.7	11
24	The effect of consumers' diurnal preferences on temporal behavior. <i>Journal of Consumer Psychology</i> , 2010, 20, 53-65.	4.5	10
25	Increasing compliance in costly telephone interviews: A test of four inducement techniques. <i>International Journal of Research in Marketing</i> , 1991, 8, 147-153.	4.2	9
26	The Temporal Dimension of Shopping Behavior. <i>Journal of Service Science and Management</i> , 2021, 14, 58-71.	0.5	8
27	Temporal instability as a moderating factor on advertising effectiveness. <i>Journal of Business Research</i> , 1989, 18, 89-106.	10.2	6
28	The effect of synchronizing consumers' diurnal preferences with time of response on data reliability. <i>Marketing Letters</i> , 2010, 21, 1-15.	2.9	5
29	Theory construction and data analysis in marketing communication: A facet analytical approach. <i>Journal of Marketing Communications</i> , 2009, 15, 35-54.	4.0	4
30	The facet design approach to the construction of multivariate marketing models. <i>European Journal of Marketing</i> , 1974, 8, 146-157.	2.9	3
31	A Facet metatheoretical approach to advance consumer behavior knowledge. <i>Psychology and Marketing</i> , 2007, 24, 787-813.	8.2	3
32	Ripples of contempt: aversive responses to others (mis)fortunes. <i>Motivation and Emotion</i> , 2021, 45, 809.	1.3	3
33	A circumplex model for the behavioral constructs towards television advertising. <i>Journal of the Academy of Marketing Science</i> , 1976, 4, 484-503.	11.2	1
34	A dark side of human behavior: Development of a malicious sentiments scale to others success or failure. <i>Computers in Human Behavior Reports</i> , 2021, 4, 100112.	4.0	1
35	Investigating spousal inconsistencies in temporal reports: A methodological framework. <i>Journal of Economic Psychology</i> , 1993, 14, 387-403.	2.2	0