

George R Milne

List of Publications by Year in descending order

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Version: 2024-02-01

67
papers

5,156
citations

117625

34
h-index

106344

65
g-index

67
all docs

67
docs citations

67
times ranked

2927
citing authors

#	ARTICLE	IF	CITATIONS
1	Exciting red and competent blue: the importance of color in marketing. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 711-727.	11.2	416
2	Strategies for reducing online privacy risks: Why consumers read (or don't read) online privacy notices. <i>Journal of Interactive Marketing</i> , 2004, 18, 15-29.	6.2	409
3	Direct Mail Privacy-Efficiency Trade-offs within an Implied Social Contract Framework. <i>Journal of Public Policy and Marketing</i> , 1993, 12, 206-215.	3.4	320
4	Trust and concern in consumers' perceptions of marketing information management practices. <i>Journal of Interactive Marketing</i> , 1999, 13, 5-24.	6.2	298
5	Online Personal Branding: Processes, Challenges, and Implications. <i>Journal of Interactive Marketing</i> , 2011, 25, 37-50.	6.2	244
6	The Marketers' Prismatic Palette: A Review of Color Research and Future Directions. <i>Psychology and Marketing</i> , 2013, 30, 187-202.	8.2	242
7	Should tweets differ for B2B and B2C? An analysis of Fortune 500 companies' Twitter communications. <i>Industrial Marketing Management</i> , 2014, 43, 873-881.	6.7	231
8	Consumers' Protection of Online Privacy and Identity. <i>Journal of Consumer Affairs</i> , 2004, 38, 217-232.	2.3	204
9	What messages to post? Evaluating the popularity of social media communications in business versus consumer markets. <i>Industrial Marketing Management</i> , 2017, 62, 77-87.	6.7	188
10	Internet of Things: Convenience vs. privacy and secrecy. <i>Business Horizons</i> , 2015, 58, 615-624.	5.2	170
11	Privacy and Ethical Issues in Database/Interactive Marketing and Public Policy: A Research Framework and Overview of the Special Issue. <i>Journal of Public Policy and Marketing</i> , 2000, 19, 1-6.	3.4	166
12	Mindfulness: Its Transformative Potential for Consumer, Societal, and Environmental Well-Being. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 198-210.	3.4	162
13	Consumer Privacy and Name Removal across Direct Marketing Channels: Exploring Opt-In and Opt-Out Alternatives. <i>Journal of Public Policy and Marketing</i> , 2000, 19, 238-249.	3.4	153
14	Toward an Understanding of the Online Consumer's Risky Behavior and Protection Practices. <i>Journal of Consumer Affairs</i> , 2009, 43, 449-473.	2.3	144
15	A Longitudinal Assessment of Online Privacy Notice Readability. <i>Journal of Public Policy and Marketing</i> , 2006, 25, 238-249.	3.4	131
16	An approach for identifying cannibalization within product line extensions and multi-brand strategies. <i>Journal of Business Research</i> , 1994, 31, 163-170.	10.2	111
17	Just what the doctor ordered. <i>Journal of Business Research</i> , 2004, 57, 1000-1011.	10.2	103
18	Using the Content of Online Privacy Notices to Inform Public Policy: A Longitudinal Analysis of the 1998-2001 U.S. Web Surveys. <i>Information Society</i> , 2002, 18, 345-359.	2.9	89

#	ARTICLE	IF	CITATIONS
19	Avoiding Misuse of New Information Technologies: Legal and Societal Considerations. Journal of Marketing, 1994, 58, 98-110.	11.3	88
20	Information Sensitivity Typology: Mapping the Degree and Type of Risk Consumers Perceive in Personal Data Sharing. Journal of Consumer Affairs, 2017, 51, 133-161.	2.3	88
21	Evaluating Facebook brand content popularity for service versus goods offerings. Journal of Business Research, 2017, 79, 123-133.	10.2	70
22	Consumer Participation in Mailing Lists: A Field Experiment. Journal of Public Policy and Marketing, 1997, 16, 298-309.	3.4	63
23	Talking to Ourselves: A Dialogical Exploration of Consumption Experiences. Journal of Consumer Research, 2010, 37, 176-195.	5.1	63
24	Information Sensitivity and Willingness to Provide Continua: A Comparative Privacy Study of the United States and Brazil. Journal of Public Policy and Marketing, 2017, 36, 79-96.	3.4	63
25	Information Privacy Research: Framework for Integrating Multiple Publics, Information Channels, and Responses. Journal of Interactive Marketing, 2009, 23, 191-205.	6.2	60
26	How Well Do Consumers Protect Themselves from Identity Theft?. Journal of Consumer Affairs, 2003, 37, 388-402.	2.3	54
27	Digital health information seeking in an omni-channel environment: A shared decision-making and service-dominant logic perspective. Journal of Business Research, 2021, 125, 840-850.	10.2	54
28	Are There Differences between Consumers'™ and Marketers'™ Privacy Expectations? A Segment- and Technology-Level Analysis. Journal of Public Policy and Marketing, 2010, 29, 138-149.	3.4	52
29	Toward a Framework for Assessing Covert Marketing Practices. Journal of Public Policy and Marketing, 2008, 27, 57-62.	3.4	51
30	Mindfulness: A Long-Term Solution for Mindless Eating by College Students. Journal of Public Policy and Marketing, 2013, 32, 173-184.	3.4	51
31	To be or not to be different: Exploration of norms and benefits of color differentiation in the marketplace. Marketing Letters, 2013, 24, 165-176.	2.9	50
32	The impact of compensation on information ownership and privacy control. Journal of Consumer Marketing, 2014, 31, 13-26.	2.3	50
33	Mindful Consumption: Three Consumer Segment Views. Australasian Marketing Journal, 2020, 28, 3-10.	5.4	46
34	A New Information Lens: The Self-concept and Exchange Context as a Means to Understand Information Sensitivity of Anonymous and Personal Identifying Information. Journal of Interactive Marketing, 2018, 42, 46-62.	6.2	41
35	Smart phone addiction and mindfulness: an intergenerational comparison. International Journal of Pharmaceutical and Healthcare Marketing, 2018, 12, 25-43.	1.3	37
36	If It's Legal, Is It Acceptable?. Journal of Advertising, 2009, 38, 107-122.	6.6	34

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37	Procrastinatorsâ€™ online experience and purchase behavior. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 568-585.	11.2	34
38	An ecological niche theory approach to the measurement of brand competition. <i>Marketing Letters</i> , 1990, 1, 267-281.	2.9	27
39	A segmentation study of consumersâ€™ attitudes toward direct mail. <i>Journal of Direct Marketing</i> , 1994, 8, 45-52.	0.2	26
40	Development of a Value Coâ€Creation Wellness Model: The Role of Physicians and Digital Information Seeking on Health Behaviors and Health Outcomes. <i>Journal of Consumer Affairs</i> , 2018, 52, 562-594.	2.3	25
41	Living by the numbers: understanding the â€œquantification effectâ€. <i>Journal of Consumer Marketing</i> , 2017, 34, 281-291.	2.3	22
42	Optimizing the Future of Innovative Technologies and Infinite Data. <i>Journal of Public Policy and Marketing</i> , 2019, 38, 403-413.	3.4	20
43	Mixed Methods in Interpretive Research: An Application to the Study of the Self Concept. , 2006, , .		20
44	Consumer attitudes toward privacy and direct marketing in Argentina. <i>Journal of Direct Marketing</i> , 1996, 10, 22-33.	0.2	19
45	Social media services branding: The use of corporate brand names. <i>Journal of Business Research</i> , 2021, 125, 785-797.	10.2	19
46	Revisiting Trust and Privacy Concern in Consumers' Perceptions of Marketing Information Management Practices: Replication and Extension. <i>Journal of Interactive Marketing</i> , 2021, 56, 137-158.	6.2	19
47	A Marketing Approach for Measuring Product Market Differentiation and Concentration in Antitrust Cases. <i>Journal of Public Policy and Marketing</i> , 1992, 11, 90-100.	3.4	14
48	Teaching Information Privacy in Marketing Courses: Key Educational Issues for Principles of Marketing and Elective Marketing Courses. <i>Journal of Marketing Education</i> , 2010, 32, 224-246.	2.4	13
49	Overcoming privacy concerns in consumersâ€™ use of health information technologies: A justice framework. <i>Journal of Business Research</i> , 2022, 141, 782-793.	10.2	13
50	Selfâ€disclosure on the web. <i>Journal of Research in Interactive Marketing</i> , 2013, 7, 140-158.	8.9	12
51	Price? Quality? Or Sustainability? Segmenting by Disposition Toward Self-other Tradeoffs Predicts Consumersâ€™ Sustainable Decision-Making. <i>Journal of Business Ethics</i> , 2021, 172, 361-378.	6.0	11
52	The paradoxical relationship between fantasy football and NFL consumption: Conflict development and consumer coping mechanisms. <i>Sport Management Review</i> , 2017, 20, 198-210.	2.9	9
53	A Niche-Based Evaluation of Sport Participation Patterns. <i>Journal of Sport Management</i> , 1996, 10, 417-434.	1.4	7
54	Time Benders: A Model of Subjective Aging in Aging Adults. <i>Health Marketing Quarterly</i> , 2014, 31, 383-398.	1.0	7

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55	Why do consumers procrastinate and what happens next?. Journal of Consumer Marketing, 2020, 37, 795-805.	2.3	7
56	Fantasy sports and beyond: Complementary digital experiences (CDXs) as innovations for enhancing fan experience. Journal of Business Research, 2021, 134, 143-155.	10.2	7
57	Informing the design of better privacy policies. Current Opinion in Psychology, 2020, 31, 89-93.	4.9	4
58	Quantification of Self in Third-Party-Administered Wellness Programs: The Impact of Perceived Self-Empowerment. Journal of Consumer Affairs, 2020, 54, 159-176.	2.3	4
59	Connecting with the future: The role of science fiction movies in helping consumers understand privacy-technology trade-offs. Journal of Consumer Affairs, 2021, 55, 737-762.	2.3	4
60	Incorporating Privacy in Advertising Education: A Multichannel and Multiple Public Perspective. Journal of Advertising Education, 2008, 12, 8-16.	0.3	3
61	An empirical examination of subjective age in older adults. Health Marketing Quarterly, 2017, 34, 62-79.	1.0	3
62	Reducing information asymmetry and increasing health value co-creation in a rural healthcare context. Journal of Consumer Affairs, 2022, 56, 512-535.	2.3	3
63	A Magazine Taxonomy Based on Customer Overlap. Journal of the Academy of Marketing Science, 1994, 22, 170-179.	11.2	2
64	The Viability of Removing Personal Information from Online White Page Directories: Are Consumer Perceptions Aligned with Reality?. Journal of Consumer Affairs, 2012, 46, 345-356.	2.3	2
65	The Effectiveness of Self-Regulated Privacy Protection: A Review and Framework for Future Research. , 0, , 462-485.		2
66	Oops, i did it Again: What Students Need to know about Managing Information in a Social Media World. Journal of Advertising Education, 2011, 15, 59-64.	0.3	1
67	Impact of Unmet Privacy Expectations Across Information, Time, and Space: Evidence from Four Countries. Journal of Interactive Marketing, 2022, 57, 278-295.	6.2	1