

# Chris Hydock

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2547338/publications.pdf>

Version: 2024-02-01

13  
papers

282  
citations

1163117

8  
h-index

1281871

11  
g-index

13  
all docs

13  
docs citations

13  
times ranked

198  
citing authors

#	ARTICLE	IF	CITATIONS
1	Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy. <i>Journal of Marketing Research</i> , 2020, 57, 1135-1151.	4.8	88
2	Assessing and overcoming participant dishonesty in online data collection. <i>Behavior Research Methods</i> , 2018, 50, 1563-1567.	4.0	39
3	Making the Wait Worthwhile: Experiments on the Effect of Queueing on Consumption. <i>Management Science</i> , 2020, 66, 1149-1171.	4.1	34
4	Political Polarization: Challenges, Opportunities, and Hope for Consumer Welfare, Marketers, and Public Policy. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 184-205.	3.4	33
5	The Consumer Response to Corporate Political Advocacy: a Review and Future Directions. <i>Customer Needs and Solutions</i> , 2019, 6, 76-83.	0.8	29
6	Why Unhappy Customers Are Unlikely to Share Their Opinions with Brands. <i>Journal of Marketing</i> , 2020, 84, 95-112.	11.3	21
7	The effects of increased serving sizes on consumption. <i>Appetite</i> , 2016, 101, 71-79.	3.7	14
8	The effect of corporate political advocacy on brand perception: an event study analysis. <i>Journal of Product and Brand Management</i> , 2022, 31, 780-797.	4.3	12
9	Distinct response components indicate that binding is the primary cause of response repetition effects.. <i>Journal of Experimental Psychology: Human Perception and Performance</i> , 2013, 39, 1598-1611.	0.9	7
10	Social Queues (Cues): Impact of Others's™ Waiting in Line on One's™ Service Time. <i>Management Science</i> , 2022, 68, 7958-7976.	4.1	3
11	Dissociating the components of switch cost using two-to-two cue-task mapping.. <i>Journal of Experimental Psychology: Human Perception and Performance</i> , 2011, 37, 903-913.	0.9	2
12	Should Your Brand Pick a Side? How Market Share Determines the Impact of Divisive Corporate Political Stances. <i>NIM Marketing Intelligence Review</i> , 2021, 13, 26-31.	0.6	0
13	Politics, Persuasion and Choice. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0