

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