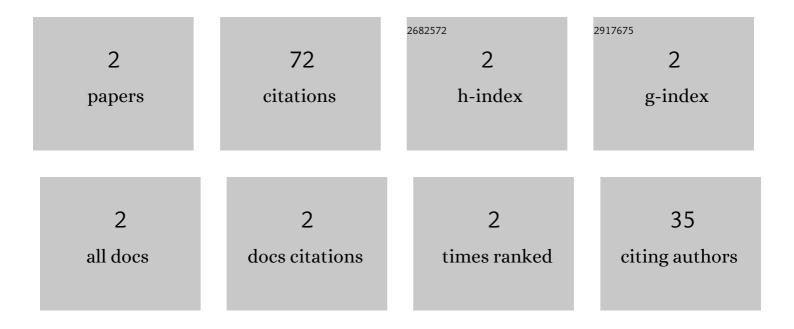
Lea H Dunn

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/3571978/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Tainted by Stigma: The Interplay of Stigma and Moral Identity in Health Persuasion. Journal of Marketing Research, 2022, 59, 392-410.	4.8	7
2	Negative Reviews, Positive Impact: Consumer Empathetic Responding to Unfair Word of Mouth. Journal of Marketing, 2020, 84, 86-108.	11.3	65