

Morgan Poor

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3831043/publications.pdf>

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8
papers

316
citations

1163117
8
h-index

1588992
8
g-index

8
all docs

8
docs citations

8
times ranked

363
citing authors

#	ARTICLE	IF	CITATIONS
1	The Efficacy of Green Package Cues For Mainstream versus Niche Brands. <i>Journal of Advertising Research</i> , 2018, 58, 165-176.	2.1	24
2	So Close I Can Almost Sense It: The Interplay between Sensory Imagery and Psychological Distance. <i>Journal of Consumer Research</i> , 2017, 44, 877-894.	5.1	70
3	A prime a day keeps calories away: The effects of supraliminal priming on food consumption and the moderating role of gender and eating restraint. <i>Appetite</i> , 2016, 105, 494-499.	3.7	13
4	How consumer-generated images shape important consumption outcomes in the food domain. <i>Journal of Consumer Marketing</i> , 2016, 33, 1-8.	2.3	44
5	The sleeper framing effect: The influence of frame valence on immediate and retrospective judgments. <i>Journal of Consumer Psychology</i> , 2016, 26, 53-65.	4.5	13
6	A Content Analysis of Food References in Television Programming Specifically Targeting Viewing Audiences Aged 11 to 14 Years. <i>Journal of Nutrition Education and Behavior</i> , 2014, 46, 20-25.	0.7	27
7	How Images of Other Consumers Influence Subsequent Taste Perceptions. <i>Journal of Marketing</i> , 2013, 77, 124-139.	11.3	112
8	The moderating role of emotional differentiation on satiation. <i>Journal of Consumer Psychology</i> , 2012, 22, 507-519.	4.5	13