

Mitchell C Olsen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6911334/publications.pdf>

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4
papers

329
citations

2682572

2
h-index

2917675

2
g-index

4
all docs

4
docs citations

4
times ranked

311
citing authors

#	ARTICLE	IF	CITATIONS
1	Market segmentation strategies can be used to overcome <scp>COVID</scp>â€™19 vaccine hesitancy and other health crises. Journal of Consumer Affairs, 2022, 56, 957-968.	2.3	6
2	The cannabis industry: a natural laboratory for marketing strategy research. Marketing Letters, 2020, 31, 7-12.	2.9	2
3	"New, but NOT Improved: How Reputation for Quality Influences Novelty among U.S. and Japanese Firms". Proceedings - Academy of Management, 2015, 2015, 16468.	0.1	0
4	Green Claims and Message Frames: How Green New Products Change Brand Attitude. Journal of Marketing, 2014, 78, 119-137.	11.3	321