

# Michael R Hyman

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/802028/publications.pdf>

Version: 2024-02-01

107  
papers

2,578  
citations

201674

27  
h-index

223800

46  
g-index

116  
all docs

116  
docs citations

116  
times ranked

1762  
citing authors

#	ARTICLE	IF	CITATIONS
1	Designing Vignette Studies in Marketing. <i>Australasian Marketing Journal</i> , 2002, 10, 41-58.	5.4	194
2	Cultural Themes in Brazilian and U.S. Auto Ads: A Cross-Cultural Comparison. <i>Journal of Advertising</i> , 1990, 19, 30-39.	6.6	183
3	Anti-consumption: An overview and research agenda. <i>Journal of Business Research</i> , 2009, 62, 145-147.	10.2	171
4	Research on Advertising Ethics: Past, Present, and Future. <i>Journal of Advertising</i> , 1994, 23, 5-15.	6.6	167
5	Review of literature " Future research suggestions: Private label brands: Benefits, success factors and future research. <i>Journal of Brand Management</i> , 2010, 17, 368-389.	3.5	113
6	The Development of a Virtue Ethics Scale. <i>Journal of Business Ethics</i> , 2003, 42, 197-208.	6.0	101
7	Common practices in destination website design. <i>Journal of Destination Marketing &amp; Management</i> , 2012, 1, 94-106.	5.3	98
8	Antecedents and consequences of trust in a service provider. <i>Journal of Business Research</i> , 2004, 57, 990-999.	10.2	87
9	The ethics of psychoactive ads. <i>Journal of Business Ethics</i> , 1990, 9, 105-114.	6.0	72
10	Using a Model's Apparent Ethnicity to Influence Viewer Responses to Print Ads: A Social Identity Theory Perspective. <i>Journal of Current Issues and Research in Advertising</i> , 2009, 31, 41-66.	4.3	53
11	An Improved Scale for Assessing Patients' Trust in Their Physician. <i>Health Marketing Quarterly</i> , 2001, 19, 23-42.	1.0	52
12	Exchange-Specific Self-Disclosure, Social Self-Disclosure, and Personal Selling. <i>Journal of Marketing Theory and Practice</i> , 2001, 9, 48-62.	4.3	47
13	The Relationship between task complexity and information search: The role of self-efficacy. <i>Psychology and Marketing</i> , 2007, 24, 253-270.	8.2	47
14	Hedonic/Functional Congruity Between Stores and Private Label Brands. <i>Journal of Marketing Theory and Practice</i> , 2008, 16, 219-232.	4.3	45
15	Ethical codes are not enough. <i>Business Horizons</i> , 1990, 33, 15-22.	5.2	44
16	"Fear of missing out": antecedents and influence on purchase likelihood. <i>Journal of Marketing Theory and Practice</i> , 2020, 28, 330-341.	4.3	43
17	Confucian/Chopsticks Marketing. <i>Journal of Business Ethics</i> , 2009, 88, 393-397.	6.0	42
18	A Multiple Stakeholder Perspective on Responsibility in Advertising. <i>Journal of Advertising</i> , 2007, 36, 5-13.	6.6	39

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19	Responsible Ads: A Workable Ideal. <i>Journal of Business Ethics</i> , 2009, 87, 199-210.	6.0	39
20	Ethnic Identity in Advertising: A Review and Meta-Analysis. <i>Journal of Promotion Management</i> , 2012, 18, 489-513.	3.4	37
21	Retrospective and Prospective Views on the Marketing/Finance Interface. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 390-400.	11.2	35
22	Inactivity and the dynamics of relationship development: a proposed model. <i>Journal of Strategic Marketing</i> , 2010, 18, 257-273.	5.5	34
23	Motivators and enablers of SCOURing: A study of online piracy in the US and UK. <i>Journal of Business Research</i> , 2010, 63, 1095-1102.	10.2	34
24	Adjusting Self-Reported Attitudinal Data for Mischievous Respondents. <i>International Journal of Market Research</i> , 2012, 54, 129-145.	3.8	34
25	On measuring ethical judgments. <i>Journal of Business Ethics</i> , 1993, 12, 535-545.	6.0	31
26	A Dual-Process Model of Cheating Intentions. <i>Journal of Marketing Education</i> , 2006, 28, 193-204.	2.4	31
27	An exploratory study of desired hotel attributes for American tourists vacationing in China and Ireland. <i>Journal of Vacation Marketing</i> , 2007, 13, 107-118.	4.3	30
28	Idolizing sport celebrities: a gateway to psychopathology?. <i>Young Consumers</i> , 2010, 11, 226-238.	3.5	30
29	Ethical Judgments about Wartime Ads Depicting Combat. <i>Journal of Advertising</i> , 1992, 21, 57-74.	6.6	29
30	Outlet mall shoppers' intentions to purchase apparel: A dual-process perspective. <i>Journal of Retailing and Consumer Services</i> , 2011, 18, 341-347.	9.4	28
31	Deception in Advertising: A Proposed Complex of Definitions for Researchers, Lawyers, and Regulators. <i>International Journal of Advertising</i> , 1990, 9, 259-270.	6.7	27
32	The antitrust implications of relationship marketing. <i>Journal of Business Research</i> , 2004, 57, 1211-1221.	10.2	26
33	The timeliness problem in the application of bass-type new product-growth models to durable sales forecasting. <i>Journal of Business Research</i> , 1988, 16, 31-47.	10.2	25
34	Direct and indirect effects of fear of missing out appeals on purchase likelihood. <i>Journal of Consumer Behaviour</i> , 2021, 20, 564-576.	4.2	25
35	Revising the structural framework for marketing management. <i>Journal of Business Research</i> , 2004, 57, 923-932.	10.2	24
36	Ethical Antecedents of Cheating Intentions: Evidence of Mediation. <i>Journal of Academic Ethics</i> , 2008, 6, 51-66.	2.2	24

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37	International marketing serials: a retrospective. <i>International Marketing Review</i> , 2001, 18, 667-718.	3.6	21
38	Improving the Student Experience: Allowing Students Enrolled in a Required Course to Select Online or Face-to-Face Instruction. <i>Marketing Education Review</i> , 2010, 20, 29-34.	1.3	19
39	Deconstructing Subtle Racist Imagery in Television Ads. <i>Journal of Business Ethics</i> , 2014, 123, 421-436.	6.0	17
40	Dependency Theory and the Effects of Advertising by Foreign-Based Multinational Corporations in Latin America. <i>Journal of Advertising</i> , 1994, 23, 27-42.	6.6	15
41	Violent Commercials in Television Programs for Children. <i>Journal of Current Issues and Research in Advertising</i> , 2003, 25, 61-69.	4.3	15
42	Evaluating and Improving Argument-Centered Works in Marketing. <i>Journal of Marketing</i> , 1987, 51, 60-75.	11.3	14
43	In Search of Value: A Model of Wagering Intentions. <i>Journal of Marketing Theory and Practice</i> , 2009, 17, 235-250.	4.3	14
44	Anthropomorphic responses to new-to-market logos. <i>Journal of Marketing Management</i> , 2013, 29, 122-140.	2.3	13
45	Critical historical research method and marketing scholarship. <i>Journal of Marketing Management</i> , 2018, 34, 841-864.	2.3	13
46	Using surveytainment to counter declining survey data quality. <i>Journal of Business Research</i> , 2019, 95, 211-219.	10.2	13
47	Evaluating and Improving Argument-Centered Works in Marketing. <i>Journal of Marketing</i> , 1987, 51, 60.	11.3	12
48	Assessing Faculty Beliefs About the Importance of Various Marketing Job Skills. <i>Journal of Education for Business</i> , 2005, 81, 105-110.	1.6	12
49	Can "Results Blind Manuscript Evaluation" Assuage "Publication Bias"? <i>Basic and Applied Social Psychology</i> , 2017, 39, 247-251.	2.1	12
50	The harmful effect of null hypothesis significance testing on marketing research: An example. <i>Journal of Business Research</i> , 2021, 125, 39-44.	10.2	12
51	The (im)precision of scholarly consumer behavior research. <i>Journal of Business Research</i> , 2020, 114, 93-101.	10.2	11
52	Marketing and Logical Deduction. <i>Journal of Marketing</i> , 1990, 54, 89-92.	11.3	9
53	Augmenting the Household Affluence Construct. <i>Journal of Marketing Theory and Practice</i> , 2002, 10, 13-32.	4.3	9
54	Public Relations, Advocacy Ads, and the Campaign Against Absenteeism During World War II. <i>Business &amp; Professional Ethics Journal</i> , 1992, 11, 129-163.	0.4	9

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55	Antecedents and consequences of extrinsic superstitious beliefs: a cross-cultural investigation. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 559-581.	3.2	8
56	The Volitionist's Manifesto. <i>Journal of Business Ethics</i> , 2000, 23, 323-337.	6.0	7
57	Children's influence on consumption-related decisions in single-mother families: Research review and Agenda. <i>Cogent Business and Management</i> , 2019, 6, 1622178.	2.9	7
58	Nationalistic appeals and consumer boycotts in China, 1900-1949. <i>Journal of Historical Research in Marketing</i> , 2020, 12, 503-524.	0.4	7
59	Direct marketing: Passages, definitions, and DÃ©jÃ  vu. <i>Journal of Direct Marketing</i> , 1994, 8, 46-56.	0.2	6
60	Anti-child-abuse ads: believability and willingness-to-act. <i>Journal of Social Marketing</i> , 2014, 4, 58-76.	2.3	6
61	Teaching ethics to marketing and logistics majors: A transformative learning experiment. <i>Journal of Education for Business</i> , 2017, 92, 121-128.	1.6	6
62	â€œFreedom Through Marketingâ€™ Is Not Doublespeak. <i>Journal of Business Ethics</i> , 2020, 164, 227-241.	6.0	6
63	Protection motivation theory and brick-and-mortar salespeople. <i>International Journal of Retail and Distribution Management</i> , 2020, 48, 865-879.	4.7	6
64	On Foundations Research in the Social Sciences. <i>International Journal of Applied Philosophy</i> , 1995, 10, 23-38.	0.1	6
65	How Can We Minimize Visual Stereotypes in Ads?. <i>Journal of Current Issues and Research in Advertising</i> , 2022, 43, 185-199.	4.3	6
66	Guest editorial: Impact of artificial intelligence on business strategy in emerging markets: a conceptual framework and future research directions. <i>International Journal of Emerging Markets</i> , 2022, 17, 917-929.	2.2	6
67	Reducing reluctance to transfer. <i>Business Horizons</i> , 1987, 30, 39-43.	5.2	5
68	Marketing Theory And Big Data. <i>Journal of Developing Areas</i> , 2018, 53, .	0.4	5
69	Determinants and outcomes of superstitious beliefs: a multi-study approach. <i>Journal of Marketing Management</i> , 2018, 34, 1397-1417.	2.3	5
70	A Rapprochement between the Advertising Community and the Jungians. <i>Current Issues and Research in Advertising</i> , 1991, 13, 105-123.	0.1	4
71	Ethical Codes and the Advocacy Advertisements of World War II. <i>International Journal of Advertising</i> , 1993, 12, 351-366.	6.7	4
72	Modeling specialty store customers' buy/no-buy decisions. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 1260-1276.	4.7	4

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73	Pawnbroking in pre-1949 China: soft strategies for overcoming a negative image. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 580-591.	3.2	4
74	Emerging masculinities in Chinese luxury social media marketing. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 32, 721-745.	3.2	4
75	Contextual influences on marketing and consumerism: an East Asian perspective. <i>International Marketing Review</i> , 2021, 38, 641-656.	3.6	4
76	Political and community logics jointly affect "social distancing" compliance. <i>Sustainable Cities and Society</i> , 2021, 74, 103200.	10.4	4
77	Marketing and Logical Deduction. <i>Journal of Marketing</i> , 1990, 54, 89.	11.3	3
78	A Piecewise-Regression Test of Riesman's Theory of Social Character. <i>Journal of Current Issues and Research in Advertising</i> , 1992, 14, 77-95.	4.3	3
79	A provider-cost/patron-effort schema for classifying products. <i>Journal of the Academy of Marketing Science</i> , 1995, 23, 15-25.	11.2	3
80	An Advertising Test of the Work Ethic in the U.K. and the U.S.. <i>Journal of International Consumer Marketing</i> , 1997, 9, 57-77.	3.7	3
81	Mail Surveys of Faculty and Acquaintances-of-the-Researcher Bias. <i>Journal of Social Psychology</i> , 2000, 140, 255-257.	1.5	3
82	Candidate-Sponsored TV Ads for the 2004 U.S. Presidential Election: A Content Analysis. <i>Journal of Political Marketing</i> , 2012, 11, 189-207.	2.0	3
83	Cross-culture product hybridization in pre-communist China (1912-1949). <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 32, 548-574.	3.2	3
84	DEDICATED MARKETING ETHICS COURSE: DESIGN AND TEST. <i>Marketing Education Review</i> , 2020, 30, 177-194.	1.3	3
85	Why Consumers' "New Power" Will Change Marketing. <i>Australasian Marketing Journal</i> , 2020, 28, 14-21.	5.4	3
86	Advertising: Questioning Common Complaints. <i>Business Ethics</i> , 1993, 2, 87-93.	3.5	2
87	Program-Length Commercials and Host Selling by the WWF. <i>Business and Society Review</i> , 2001, 106, 379-393.	1.7	2
88	Ads by 527 Groups and the 2004 U.S. Presidential Election. <i>Journal of Political Marketing</i> , 2013, 12, 306-325.	2.0	2
89	Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs: A Cross-Cultural Investigation. <i>Asian Journal of Business Research</i> , 2017, 7, .	0.8	2
90	On Defining and Measuring Store Image. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 466-470.	0.2	2

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91	Securing higher-quality data from self-administered questionnaires. International Journal of Market Research, 2021, 63, 685-692.	3.8	2
92	Positive Psychology's Mindset Precursors of Attitude-toward-Advertising-in-General. Journal of Promotion Management, 0, , 1-36.	3.4	2
93	Gain-probability diagrams in consumer research. International Journal of Market Research, 0, , 147078532210855.	3.8	2
94	International Business Research: A Retrospective~!2008-08-29~!2008-11-08~!2008-12-03~!. The Open Business Journal, 2008, 1, 67-95.	0.4	1
95	When Old Meets New: How China's "Double-Eleven" Day Challenges Confucianism. Asian Journal of Business Research, 2017, 7, .	0.8	1
96	True Consumer Autonomy: A Formalization and Implications. Journal of Business Ethics, 2023, 183, 841-863.	6.0	1
97	A Provider-Cost Patron-Effort Schema for Classifying Products. Journal of the Academy of Marketing Science, 1994, 23, 15-25.	11.2	0
98	Efficacy of sporting event ads with textese (SMS-type copy). International Journal of Sport Management and Marketing, 2013, 14, 4.	0.2	0
99	Measuring Systems of Virtues Development. International Handbooks in Business Ethics, 2017, , 723-747.	0.1	0
100	Examining Online Chinese Buyer-Seller Relationships, Understanding E-Guanxi: An Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2018, , 189-190.	0.2	0
101	Efficacy of Ads with Short Message Service (SMS) Copy. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 128-128.	0.2	0
102	Measuring Systems of Virtues Development. , 2015, , 1-25.		0
103	Superstition, Astrometry, and Suspension of Disbelief: An Explanatory Model of Risk-Seeking Tendencies's An Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 985-986.	0.2	0
104	How China's "Double-Eleven" Day Challenges Confucianism: An Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 889-889.	0.2	0
105	Nostalgia and Astrometry as Precursors of Superstitious Beliefs: An Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2018, , 287-288.	0.2	0
106	Historical research with Chinese multilateral historical marketing sources. Journal of Historical Research in Marketing, 2021, ahead-of-print, .	0.4	0
107	Are structural equation models theories and does it matter?. Journal of Global Scholars of Marketing Science, 0, , 1-16.	2.0	0