Journal Articles (Published acceptance rate, when available, in parentheses)


Leisen, Birgit and Michael R. Hyman (2004), “Antecedents and Consequences of Trust in a Service Provider: The Case of Primary Care Physicians,” *Journal of Business Research*, 57 (September), 990-999. (6-10%)


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Shanahan, Kevin J., Charles M. Hermans, and Michael R. Hyman (2003), “Violent Commercials in Television Programs for Children,” Journal of Current Issues and Research in Advertising, 23 (Spring), 61-69. (6-10%)


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Skipper, Robert and Michael R. Hyman (1990), "Marketing and Logical Deduction," *Journal of Marketing*, 54 (April), 89-92. (6-10%)


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Hyman, Michael R. and Susan D. Steiner (1997), “Mail Surveys of Faculty and Acquaintance-of-the-Researcher Bias” (Research brief), in *Enriching Marketing Practice and Education (SMA Conference Proceedings)* (Stuart and Moore, eds.), Rock Hill, SC: Winthrop University School of Business Administration, 235-236. (Received Best Paper Award, Marketing Research track)


PUBLICATIONS (continued)

Proceedings (continued)


PUBLICATIONS (continued)

Book Chapters


Academic Book Reviews


Other Academic Publications (non-refereed)


Non-academic Articles


Lee, Dongdae and Michael R. Hyman (2006), “Should Private Label Brands Be Used to Alter a Retailer’s Image?” *New Mexico Business Outlook* (September),


PUBLICATIONS (continued)

Working Papers


Other

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