

Thomas P Novak

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

40
papers

11,010
citations

22
h-index

40
g-index

40
ext. papers

12,153
ext. citations

5.2
avg, IF

6.52
L-index

#	Paper	IF	Citations
40	Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. <i>Journal of Marketing</i> , 1996 , 60, 50	11	2355
39	Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. <i>Journal of Marketing</i> , 1996 , 60, 50-68	11	2148
38	Measuring the Customer Experience in Online Environments: A Structural Modeling Approach. <i>Marketing Science</i> , 2000 , 19, 22-42	3.6	1809
37	Building consumer trust online. <i>Communications of the ACM</i> , 1999 , 42, 80-85	2.5	1397
36	Flow Online: Lessons Learned and Future Prospects. <i>Journal of Interactive Marketing</i> , 2009 , 23, 23-34	9.8	509
35	Consumer Power: Evolution in the Digital Age. <i>Journal of Interactive Marketing</i> , 2013 , 27, 257-269	9.8	319
34	Modeling the Clickstream: Implications for Web-Based Advertising Efforts. <i>Marketing Science</i> , 2003 , 22, 520-541	3.6	277
33	INFORMATION ACCESS: Bridging the Racial Divide on the Internet. <i>Science</i> , 1998 , 280, 390-391	33.3	265
32	Value-System Segmentation: Exploring the Meaning of LOV. <i>Journal of Consumer Research</i> , 1992 , 19, 119	6.3	253
31	Consumer and Object Experience in the Internet of Things: An Assemblage Theory Approach. <i>Journal of Consumer Research</i> , 2018 , 44, 1178-1204	6.3	248
30	The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences. <i>Journal of Consumer Psychology</i> , 2003 , 13, 3-16	3.1	205
29	The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences. <i>Journal of Consumer Psychology</i> , 2003 , 13, 3-16	3.1	202
28	The Right Consumers for Better Concepts: Identifying Consumers High in Emergent Nature to Develop New Product Concepts. <i>Journal of Marketing Research</i> , 2010 , 47, 854-865	5.2	135
27	Has the Internet become indispensable?. <i>Communications of the ACM</i> , 2004 , 47, 37-42	2.5	122
26	Internet and Web use in the U.S.. <i>Communications of the ACM</i> , 1996 , 39, 36-46	2.5	119
25	On Comparing Alternative Segmentation Schemes: The List of Values (LOV) and Values and Life Styles (VALS). <i>Journal of Consumer Research</i> , 1990 , 17, 105	6.3	112
24	Relationship journeys in the internet of things: a new framework for understanding interactions between consumers and smart objects. <i>Journal of the Academy of Marketing Science</i> , 2019 , 47, 216-237	12.4	99

23	The Fit of Thinking Style and Situation: New Measures of Situation-Specific Experiential and Rational Cognition. <i>Journal of Consumer Research</i> , 2009 , 36, 56-72	6.3	91
22	Locus of Control, Web use, and Consumer Attitudes toward Internet Regulation. <i>Journal of Public Policy and Marketing</i> , 2003 , 22, 41-57	3.8	68
21	The Evolution of the Digital Divide: How Gaps in Internet Access May Impact Electronic Commerce. <i>Journal of Computer-Mediated Communication</i> , 5, 0-0	5.9	66
20	Why Do People Use Social Media? Empirical Findings and a New Theoretical Framework for Social Media Goal Pursuit. <i>SSRN Electronic Journal</i> , 2012 ,	1	34
19	Emergent Experience and the Connected Consumer in the Smart Home Assemblage and the Internet of Things. <i>SSRN Electronic Journal</i> , 2015 ,	1	33
18	An Optimal Contact Model for Maximizing Online Panel Response Rates. <i>Management Science</i> , 2009 , 55, 727-737	3.9	20
17	Voice analytics in business research: Conceptual foundations, acoustic feature extraction, and applications. <i>Journal of Business Research</i> , 2020 , 121, 364-374	8.7	20
16	Log-Linear Trees: Models of Market Structure in Brand Switching Data. <i>Journal of Marketing Research</i> , 1993 , 30, 267-287	5.2	16
15	Identification de segments de valeurs pan-européens par un modèle logit sur les rangs avec regroupements successifs. <i>Recherche Et Applications En Marketing</i> , 1993 , 8, 29-55	0.4	15
14	Technical Note Testing Competitive Market Structures: An Application of Weighted Least Squares Methodology to Brand Switching Data. <i>Marketing Science</i> , 1987 , 6, 82-97	3.6	13
13	Richness Curves for Evaluating Market Segmentation. <i>Journal of Marketing Research</i> , 1992 , 29, 254-267	5.2	9
12	Let's Get Closer: Feelings of Connectedness from Using Social Media, with Implications for Brand Outcomes. <i>Journal of the Association for Consumer Research</i> , 2017 , 2, 216-228	1.7	8
11	MANOVAMAP: Graphical Representation of MANOVA in Marketing Research. <i>Journal of Marketing Research</i> , 1995 , 32, 357-374	5.2	8
10	Residual Scaling: An Alternative to Correspondence Analysis for the Graphical Representation of Residuals from Log-Linear Models. <i>Multivariate Behavioral Research</i> , 1990 , 25, 351-70	2.3	6
9	Consumer and Object Experience in the Internet of Things: An Assemblage Theory Approach. <i>SSRN Electronic Journal</i> , 2016 ,	1	6
8	Web advertising: Sexual content on eBay. <i>Journal of Business Research</i> , 2012 , 65, 840-842	8.7	5
7	eLab City: A Platform for Academic Research on Virtual Worlds. <i>Journal of Virtual Worlds Research</i> , 2010 , 3,	1.1	5
6	A Generalized Framework for Moral Dilemmas Involving Autonomous Vehicles: A Commentary on Gill. <i>Journal of Consumer Research</i> , 2020 , 47, 292-300	6.3	4

5	How to Market the Smart Home: Focus on Emergent Experience, Not Use Cases. <i>SSRN Electronic Journal</i> , 2016 ,	1	3
4	Need Satisfaction From Interacting with People Versus Content: The Roles of Motivational Orientation and Identification with Social Media Groups. <i>SSRN Electronic Journal</i> , 2012 ,	1	2
3	The Path of Emergent Experience in the Consumer IoT: From Early Adoption to Radical Changes in Consumers' Lives. <i>GfK Marketing Intelligence Review</i> , 2018 , 10, 10-17		2
2	Send 'Her' My Love: A Circumplex Model for Understanding Relationship Journeys in Consumer-Smart Object Assemblages. <i>SSRN Electronic Journal</i> , 2017 ,	1	1
1	Let's Get Closer: Feelings of Connectedness from Using Social Media with Implications for Brand Outcomes. <i>SSRN Electronic Journal</i> , 2016 ,	1	1