

# Thomas P Novak

## List of Publications by Year in Descending Order

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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	Voice analytics in business research: Conceptual foundations, acoustic feature extraction, and applications. <i>Journal of Business Research</i> , <b>2020</b> , 121, 364-374	8.7	20
39	A Generalized Framework for Moral Dilemmas Involving Autonomous Vehicles: A Commentary on Gill. <i>Journal of Consumer Research</i> , <b>2020</b> , 47, 292-300	6.3	4
38	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> , <b>2019</b> , 47, 216-237	12.4	99
37	Consumer and Object Experience in the Internet of Things: An Assemblage Theory Approach. <i>Journal of Consumer Research</i> , <b>2018</b> , 44, 1178-1204	6.3	248
36	The Path of Emergent Experience in the Consumer IoT: From Early Adoption to Radical Changes in Consumers' Lives. <i>GfK Marketing Intelligence Review</i> , <b>2018</b> , 10, 10-17		2
35	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> , <b>2017</b> , 2, 216-228	1.7	8
34	Send 'Her' My Love: A Circumplex Model for Understanding Relationship Journeys in Consumer-Smart Object Assemblages. <i>SSRN Electronic Journal</i> , <b>2017</b> ,	1	1
33	How to Market the Smart Home: Focus on Emergent Experience, Not Use Cases. <i>SSRN Electronic Journal</i> , <b>2016</b> ,	1	3
32	Let's Get Closer: Feelings of Connectedness from Using Social Media with Implications for Brand Outcomes. <i>SSRN Electronic Journal</i> , <b>2016</b> ,	1	1
31	Consumer and Object Experience in the Internet of Things: An Assemblage Theory Approach. <i>SSRN Electronic Journal</i> , <b>2016</b> ,	1	6
30	Emergent Experience and the Connected Consumer in the Smart Home Assemblage and the Internet of Things. <i>SSRN Electronic Journal</i> , <b>2015</b> ,	1	33
29	Consumer Power: Evolution in the Digital Age. <i>Journal of Interactive Marketing</i> , <b>2013</b> , 27, 257-269	9.8	319
28	Web advertising: Sexual content on eBay. <i>Journal of Business Research</i> , <b>2012</b> , 65, 840-842	8.7	5
27	Why Do People Use Social Media? Empirical Findings and a New Theoretical Framework for Social Media Goal Pursuit. <i>SSRN Electronic Journal</i> , <b>2012</b> ,	1	34
26	Need Satisfaction From Interacting with People Versus Content: The Roles of Motivational Orientation and Identification with Social Media Groups. <i>SSRN Electronic Journal</i> , <b>2012</b> ,	1	2
25	eLab City: A Platform for Academic Research on Virtual Worlds. <i>Journal of Virtual Worlds Research</i> , <b>2010</b> , 3,	1.1	5
24	The Right Consumers for Better Concepts: Identifying Consumers High in Emergent Nature to Develop New Product Concepts. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 854-865	5.2	135

23	The Fit of Thinking Style and Situation: New Measures of Situation-Specific Experiential and Rational Cognition. <i>Journal of Consumer Research</i> , <b>2009</b> , 36, 56-72	6.3	91
22	An Optimal Contact Model for Maximizing Online Panel Response Rates. <i>Management Science</i> , <b>2009</b> , 55, 727-737	3.9	20
21	Flow Online: Lessons Learned and Future Prospects. <i>Journal of Interactive Marketing</i> , <b>2009</b> , 23, 23-34	9.8	509
20	Has the Internet become indispensable?. <i>Communications of the ACM</i> , <b>2004</b> , 47, 37-42	2.5	122
19	Locus of Control, Web use, and Consumer Attitudes toward Internet Regulation. <i>Journal of Public Policy and Marketing</i> , <b>2003</b> , 22, 41-57	3.8	68
18	The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences. <i>Journal of Consumer Psychology</i> , <b>2003</b> , 13, 3-16	3.1	205
17	Modeling the Clickstream: Implications for Web-Based Advertising Efforts. <i>Marketing Science</i> , <b>2003</b> , 22, 520-541	3.6	277
16	The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences. <i>Journal of Consumer Psychology</i> , <b>2003</b> , 13, 3-16	3.1	202
15	Measuring the Customer Experience in Online Environments: A Structural Modeling Approach. <i>Marketing Science</i> , <b>2000</b> , 19, 22-42	3.6	1809
14	Building consumer trust online. <i>Communications of the ACM</i> , <b>1999</b> , 42, 80-85	2.5	1397
13	INFORMATION ACCESS: Bridging the Racial Divide on the Internet. <i>Science</i> , <b>1998</b> , 280, 390-391	33.3	265
12	Internet and Web use in the U.S.. <i>Communications of the ACM</i> , <b>1996</b> , 39, 36-46	2.5	119
11	Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. <i>Journal of Marketing</i> , <b>1996</b> , 60, 50	11	2355
10	Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. <i>Journal of Marketing</i> , <b>1996</b> , 60, 50-68	11	2148
9	MANOVAMAP: Graphical Representation of MANOVA in Marketing Research. <i>Journal of Marketing Research</i> , <b>1995</b> , 32, 357-374	5.2	8
8	Identification de segments de valeurs pan-européens par un modèle logit sur les rangs avec regroupements successifs. <i>Recherche Et Applications En Marketing</i> , <b>1993</b> , 8, 29-55	0.4	15
7	Log-Linear Trees: Models of Market Structure in Brand Switching Data. <i>Journal of Marketing Research</i> , <b>1993</b> , 30, 267-287	5.2	16
6	Value-System Segmentation: Exploring the Meaning of LOV. <i>Journal of Consumer Research</i> , <b>1992</b> , 19, 119	6.3	253

5	Richness Curves for Evaluating Market Segmentation. <i>Journal of Marketing Research</i> , <b>1992</b> , 29, 254-267	5.2	9
4	On Comparing Alternative Segmentation Schemes: The List of Values (LOV) and Values and Life Styles (VALS). <i>Journal of Consumer Research</i> , <b>1990</b> , 17, 105	6.3	112
3	Residual Scaling: An Alternative to Correspondence Analysis for the Graphical Representation of Residuals from Log-Linear Models. <i>Multivariate Behavioral Research</i> , <b>1990</b> , 25, 351-70	2.3	6
2	Technical Note: Testing Competitive Market Structures: An Application of Weighted Least Squares Methodology to Brand Switching Data. <i>Marketing Science</i> , <b>1987</b> , 6, 82-97	3.6	13
1	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