

Michelle Andrews

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10933169/publications.pdf>

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11
papers

1,219
citations

1162367

8
h-index

1372195

10
g-index

11
all docs

11
docs citations

11
times ranked

961
citing authors

#	ARTICLE	IF	CITATIONS
1	Is Distance Really Dead in the Online World? The Moderating Role of Geographical Distance on the Effectiveness of Electronic Word of Mouth. <i>Journal of Marketing</i> , 2022, 86, 118-140.	7.0	17
2	Firms behaving badly? Investor reactions to corporate social irresponsibility. <i>Business and Society Review</i> , 2020, 125, 41-70.	0.9	5
3	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. <i>Journal of Interactive Marketing</i> , 2017, 40, 1-8.	4.3	161
4	Sociodemographic versus Geographic Proximity in the Diffusion of Online Conversations. <i>Journal of the Association for Consumer Research</i> , 2017, 2, 246-266.	1.0	8
5	Mobile Promotions: A Framework and Research Priorities. <i>Journal of Interactive Marketing</i> , 2016, 34, 15-24.	4.3	108
6	Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness. <i>Marketing Science</i> , 2016, 35, 218-233.	2.7	258
7	Group-Buying Deal Popularity. <i>Journal of Marketing</i> , 2014, 78, 20-33.	7.0	104
8	Mobile Targeting. <i>Management Science</i> , 2014, 60, 1738-1756.	2.4	249
9	Cause Marketing Effectiveness and the Moderating Role of Price Discounts. <i>Journal of Marketing</i> , 2014, 78, 120-142.	7.0	173
10	How does CEO tenure matter? The mediating role of firm-employee and firm-customer relationships. <i>Strategic Management Journal</i> , 2014, 35, 492-511.	4.7	131
11	Mobile Crowdsensing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5