

Jacob Goldenberg

List of Publications by Year in descending order

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46
papers

6,886
citations

257101

24
h-index

395343

33
g-index

49
all docs

49
docs citations

49
times ranked

4914
citing authors

#	ARTICLE	IF	CITATIONS
1	The Role of Hubs in the Adoption Process. <i>Journal of Marketing</i> , 2009, 73, 1-13.	7.0	1,558
2	Talk of the Network: A Complex Systems Look at the Underlying Process of Word-of-Mouth. <i>Marketing Letters</i> , 2001, 12, 211-223.	1.9	1,486
3	Riding the Saddle: How Cross-Market Communications Can Create a Major Slump in Sales. <i>Journal of Marketing</i> , 2002, 66, 1-16.	7.0	1,063
4	Mine Your Own Business: Market-Structure Surveillance Through Text Mining. <i>Marketing Science</i> , 2012, 31, 521-543.	2.7	568
5	The Idea Itself and the Circumstances of Its Emergence as Predictors of New Product Success. <i>Management Science</i> , 2001, 47, 69-84.	2.4	282
6	The chilling effects of network externalities. <i>International Journal of Research in Marketing</i> , 2010, 27, 4-15.	2.4	194
7	The NPV of bad news. <i>International Journal of Research in Marketing</i> , 2007, 24, 186-200.	2.4	171
8	The different roles of product originality and usefulness in generating word-of-mouth. <i>International Journal of Research in Marketing</i> , 2011, 28, 109-119.	2.4	145
9	From Density to Destiny: Using Spatial Dimension of Sales Data for Early Prediction of New Product Success. <i>Marketing Science</i> , 2004, 23, 419-428.	2.7	138
10	The Fundamental Templates of Quality Ads. <i>Marketing Science</i> , 1999, 18, 333-351.	2.7	135
11	Toward Identifying the Inventive Templates of New Products: A Channeled Ideation Approach. <i>Journal of Marketing Research</i> , 1999, 36, 200-210.	3.0	120
12	Toward Identifying the Inventive Templates of New Products: A Channeled Ideation Approach. <i>Journal of Marketing Research</i> , 1999, 36, 200.	3.0	101
13	Cellular automata modeling of resistance to innovations: Effects and solutions. <i>Technological Forecasting and Social Change</i> , 2004, 71, 425-442.	6.2	95
14	The Quest for Content: How User-Generated Links can Facilitate Online Exploration. <i>Journal of Marketing Research</i> , 2012, 49, 452-468.	3.0	86
15	Structure and freedom in creativity: The interplay between externally imposed structure and personal cognitive style. <i>Journal of Organizational Behavior</i> , 2010, 31, 1086-1110.	2.9	83
16	Laggards in disguise: Resistance to adopt and the leapfrogging effect. <i>Technological Forecasting and Social Change</i> , 2007, 74, 1272-1281.	6.2	54
17	Lower Connectivity is Better: The Effects of Network Structure on Redundancy of Ideas and Customer Innovativeness in Interdependent Ideation Tasks. <i>Journal of Marketing Research</i> , 2016, 53, 263-279.	3.0	52
18	Extracting Product Comparisons from Discussion Boards. , 2007, , .		50

#	ARTICLE	IF	CITATIONS
19	Using cellular automata modeling of the emergence of innovations. <i>Technological Forecasting and Social Change</i> , 2001, 68, 293-308.	6.2	45
20	Network Traces on Penetration: Uncovering Degree Distribution from Adoption Data. <i>Marketing Science</i> , 2012, 31, 689-712.	2.7	42
21	The Role of Mere Closeness: How Geographic Proximity Affects Social Influence. <i>Journal of Marketing</i> , 2017, 81, 49-66.	7.0	42
22	Climb or Jump: Status-Based Seeding in User-Generated Content Networks. <i>Journal of Marketing Research</i> , 2019, 56, 361-378.	3.0	41
23	Zooming In: Self-Emergence of Movements in New Product Growth. <i>Marketing Science</i> , 2009, 28, 274-292.	2.7	35
24	Templates of Original Innovation. <i>Technological Forecasting and Social Change</i> , 1999, 61, 1-12.	6.2	33
25	When Deep Structures Surface: Design Structures That Can Repeatedly Surprise. <i>Journal of Advertising</i> , 2008, 37, 21-34.	4.1	31
26	Improving Penetration Forecasts Using Social Interactions Data. <i>Management Science</i> , 2014, 60, 3049-3066.	2.4	26
27	Using text mining to analyze user forums. , 2008, , .		16
28	The Voice of the Product: Templates of New Product Emergence. <i>Creativity and Innovation Management</i> , 1999, 8, 157-164.	1.9	15
29	Inevitably reborn: The reawakening of extinct innovations. <i>Technological Forecasting and Social Change</i> , 2004, 71, 881-896.	6.2	11
30	How Do Revolutions Emerge?. <i>International Studies of Management and Organization</i> , 2010, 40, 30-51.	0.4	9
31	Promoting Data Richness in Consumer Research: How to Develop and Evaluate Articles with Multiple Data Sources. <i>Journal of Consumer Research</i> , 2022, 49, 359-372.	3.5	7
32	Pump it Out! The Effect of Transmitter Activity on Content Propagation in Social Media. <i>SSRN Electronic Journal</i> , 0, , .	0.4	6
33	Evolution through bursts: Network structure develops through localized bursts in time and space. <i>Network Science</i> , 2016, 4, 293-313.	0.8	5
34	The Quest for Content: How User-Generated Links Can Facilitate Online Exploration. <i>SSRN Electronic Journal</i> , 2011, , .	0.4	4
35	Uncovering Social Network Structures through Penetration Data. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4
36	Local Neighborhoods as Early Predictors of Innovation Adoption. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4

#	ARTICLE	IF	CITATIONS
37	Meme's the Word. Science, 1999, 286, 1477d-1477.	6.0	2
38	Integrating the Social Network to Diffusion Model and Evaluation of the Value of Hubs in the Adoption Process. SSRN Electronic Journal, 0, , .	0.4	2
39	Improving Diffusion Forecasts Using Social Interactions Data. SSRN Electronic Journal, 0, , .	0.4	2
40	Sustainable online communities exhibit distinct hierarchical structures across scales of size. Proceedings of the Royal Society A: Mathematical, Physical and Engineering Sciences, 2020, 476, 20190730.	1.0	1
41	The Forecasting Matrix. , 2002, , 76-98.		0
42	The Replacement Template. , 2002, , 99-123.		0
43	Templates in Advertising. , 2002, , 147-167.		0
44	Demarcating the Creativity Templates. , 2002, , 179-196.		0
45	The Primacy of Templates in Success and Failure of Products. , 2002, , 197-218.		0
46	Marketing: Complexity Modeling, Theory and Applications in. , 2013, , 1-21.		0