

Sarit Moldovan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11091757/publications.pdf>

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8
papers

574
citations

1162367
8
h-index

1588620
8
g-index

8
all docs

8
docs citations

8
times ranked

479
citing authors

#	ARTICLE	IF	CITATIONS
1	The NPV of bad news. <i>International Journal of Research in Marketing</i> , 2007, 24, 186-200.	2.4	171
2	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
3	Cellular automata modeling of resistance to innovations: Effects and solutions. <i>Technological Forecasting and Social Change</i> , 2004, 71, 425-442.	6.2	95
4	Opinion leadership in small groups. <i>International Journal of Research in Marketing</i> , 2017, 34, 536-552.	2.4	45
5	“Share and scare”: Solving the communication dilemma of early adopters with a high need for uniqueness. <i>Journal of Consumer Psychology</i> , 2015, 25, 1-14.	3.2	40
6	Positively useless: irrelevant negative information enhances positive impressions. <i>Journal of Consumer Psychology</i> , 2017, 27, 147-159.	3.2	34
7	Propagators, Creativity, and Informativeness: What Helps Ads Go Viral. <i>Journal of Interactive Marketing</i> , 2019, 47, 102-114.	4.3	30
8	Mind the Gap: How Smaller Numerical Differences Can Increase Product Attractiveness. <i>Journal of Consumer Research</i> , 2018, 45, 761-774.	3.5	14