

# Vijay Viswanathan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1114193/publications.pdf>

Version: 2024-02-01

22  
papers

577  
citations

687363

13  
h-index

794594

19  
g-index

22  
all docs

22  
docs citations

22  
times ranked

583  
citing authors

#	ARTICLE	IF	CITATIONS
1	Do customer reviews drive purchase decisions? The moderating roles of review exposure and price. <i>Decision Support Systems</i> , 2017, 98, 1-9.	5.9	98
2	The Dynamics of Consumer Engagement with Mobile Technologies. <i>Service Science</i> , 2017, 9, 36-49.	1.3	91
3	A dual-system approach to understanding "generation Y" decision making. <i>Journal of Consumer Marketing</i> , 2013, 30, 484-492.	2.3	65
4	An Observational Study on How Situational Factors Influence Media Multitasking With TV: The Role of Genres, Dayparts, and Social Viewing. <i>Media Psychology</i> , 2015, 18, 499-526.	3.6	40
5	Redefining neuromarketing as an integrated science of influence. <i>Frontiers in Human Neuroscience</i> , 2014, 8, 1073.	2.0	39
6	How consumers attend to online reviews: an eye-tracking and network analysis approach. <i>International Journal of Advertising</i> , 2020, 39, 282-306.	6.7	35
7	A Multicenter Study on Carotid Ultrasound Plaque Tissue Characterization and Classification Using Six Deep Artificial Intelligence Models: A Stroke Application. <i>IEEE Transactions on Instrumentation and Measurement</i> , 2021, 70, 1-12.	4.7	32
8	Social influence in the adoption of a B2B loyalty program: The role of elite status members. <i>International Journal of Research in Marketing</i> , 2017, 34, 901-918.	4.2	25
9	Dynamics between social media engagement, firm-generated content, and live and time-shifted TV viewing. <i>Journal of Service Management</i> , 2018, 29, 378-398.	7.2	24
10	Keep it, shave it, cut it: A closer look into consumers'™ video viewing behavior. <i>Business Horizons</i> , 2018, 61, 85-93.	5.2	22
11	Age-related striatal BOLD changes without changes in behavioral loss aversion. <i>Frontiers in Human Neuroscience</i> , 2015, 9, 176.	2.0	16
12	Understanding the quality"quantity conundrum of customer referral programs: effects of contribution margin, extraversion, and opinion leadership. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 1108-1132.	11.2	16
13	Brand preference being challenged. <i>Journal of Brand Management</i> , 2014, 21, 408-428.	3.5	14
14	Assessing prime-time for geotargeting with mobile big data. <i>Journal of Marketing Analytics</i> , 2013, 1, 174-183.	3.7	13
15	Consumer-driven media planning and buying. <i>Journal of Marketing Communications</i> , 2018, 24, 761-778.	4.0	10
16	Choosing and using mobile apps: A conceptual framework for Generation Y. <i>Journal of Customer Behavior</i> , 2015, 14, 295-309.	0.0	9
17	Multi-tier Loyalty Programs to Stimulate Customer Engagement. , 2018, , 119-139.		9
18	A Quantitative Relationship between Signal Detection in Attention and Approach/Avoidance Behavior. <i>Frontiers in Psychology</i> , 2017, 8, 122.	2.1	8

#	ARTICLE	IF	CITATIONS
19	Engaging with TV events on Twitter. <i>Internet Research</i> , 2019, 30, 381-401.	4.9	8
20	Online reviews as customersâ€™ dialogues with and about brands. , 2019, , 76-96.		2
21	An Applied, Combined View of Impulse Shopping. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2017, , 1465-1478.	0.2	1
22	Quantifying the effect of status in a multi-tier loyalty program. <i>Industrial Marketing Management</i> , 2022, 104, 376-383.	6.7	0