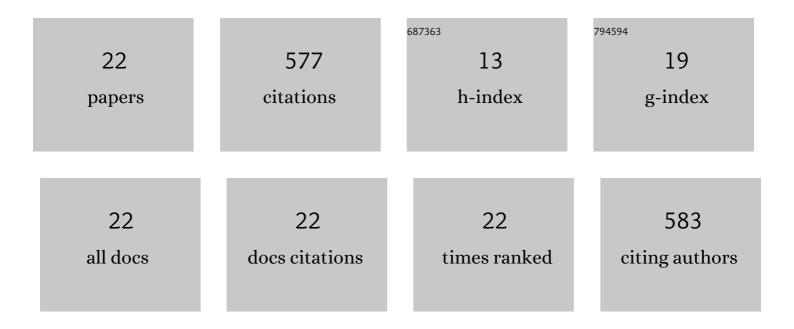
## Vijay Viswanathan

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1114193/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Quantifying the effect of status in a multi-tier loyalty program. Industrial Marketing Management, 2022, 104, 376-383.	6.7	Ο
2	A Multicenter Study on Carotid Ultrasound Plaque Tissue Characterization and Classification Using Six Deep Artificial Intelligence Models: A Stroke Application. IEEE Transactions on Instrumentation and Measurement, 2021, 70, 1-12.	4.7	32
3	How consumers attend to online reviews: an eye-tracking and network analysis approach. International Journal of Advertising, 2020, 39, 282-306.	6.7	35
4	Engaging with TV events on Twitter. Internet Research, 2019, 30, 381-401.	4.9	8
5	Online reviews as customers' dialogues with and about brands. , 2019, , 76-96.		2
6	Dynamics between social media engagement, firm-generated content, and live and time-shifted TV viewing. Journal of Service Management, 2018, 29, 378-398.	7.2	24
7	Consumer-driven media planning and buying. Journal of Marketing Communications, 2018, 24, 761-778.	4.0	10
8	Keep it, shave it, cut it: A closer look into consumers' video viewing behavior. Business Horizons, 2018, 61, 85-93.	5.2	22
9	Multi-tier Loyalty Programs to Stimulate Customer Engagement. , 2018, , 119-139.		9
10	Understanding the quality–quantity conundrum of customer referral programs: effects of contribution margin, extraversion, and opinion leadership. Journal of the Academy of Marketing Science, 2018, 46, 1108-1132.	11.2	16
11	An Applied, Combined View of Impulse Shopping. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 1465-1478.	0.2	1
12	Do customer reviews drive purchase decisions? The moderating roles of review exposure and price. Decision Support Systems, 2017, 98, 1-9.	5.9	98
13	The Dynamics of Consumer Engagement with Mobile Technologies. Service Science, 2017, 9, 36-49.	1.3	91
14	Social influence in the adoption of a B2B loyalty program: The role of elite status members. International Journal of Research in Marketing, 2017, 34, 901-918.	4.2	25
15	A Quantitative Relationship between Signal Detection in Attention and Approach/Avoidance Behavior. Frontiers in Psychology, 2017, 8, 122.	2.1	8
16	Choosing and using mobile apps: A conceptual framework for Generation Y. Journal of Customer Behavior, 2015, 14, 295-309.	0.0	9
17	Age-related striatal BOLD changes without changes in behavioral loss aversion. Frontiers in Human Neuroscience, 2015, 9, 176.	2.0	16
18	An Observational Study on How Situational Factors Influence Media Multitasking With TV: The Role of Genres, Dayparts, and Social Viewing. Media Psychology, 2015, 18, 499-526.	3.6	40

#	Article	IF	CITATIONS
19	Brand preference being challenged. Journal of Brand Management, 2014, 21, 408-428.	3.5	14
20	Redefining neuromarketing as an integrated science of influence. Frontiers in Human Neuroscience, 2014, 8, 1073.	2.0	39
21	Assessing prime-time for geotargeting with mobile big data. Journal of Marketing Analytics, 2013, 1, 174-183.	3.7	13
22	A dual-system approach to understanding "generation Y―decision making. Journal of Consumer Marketing, 2013, 30, 484-492.	2.3	65