

Bruce D Weinberg

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11968996/publications.pdf>

Version: 2024-02-01

19
papers

1,734
citations

567281

15
h-index

794594

19
g-index

19
all docs

19
docs citations

19
times ranked

1339
citing authors

#	ARTICLE	IF	CITATIONS
1	Optimizing the Future of Innovative Technologies and Infinite Data. Journal of Public Policy and Marketing, 2019, 38, 403-413.	3.4	20
2	Internet of Things: Convenience vs. privacy and secrecy. Business Horizons, 2015, 58, 615-624.	5.2	170
3	The customer equity implications of using incentives in acquisition channels: A nonprofit application. Journal of Marketing Analytics, 2014, 2, 1-17.	3.7	5
4	Destination Social Business: Exploring an Organization's Journey with Social Media, Collaborative Community and Expressive Individuality. Journal of Interactive Marketing, 2013, 27, 299-310.	6.2	71
5	Perspectives on Big Data. Journal of Marketing Analytics, 2013, 1, 187-201.	3.7	32
6	A segmentation approach to patient health intervention. Journal of Medical Marketing, 2012, 12, 221-228.	0.2	3
7	Social spending: Managing the social media mix. Business Horizons, 2011, 54, 275-282.	5.2	290
8	Connected customer lifetime value: The impact of social media. Journal of Direct, Data and Digital Marketing Practice, 2011, 12, 328-344.	0.3	45
9	A diffusion model for measuring electronic community growth and value. Journal of Targeting, Measurement and Analysis for Marketing, 2010, 18, 33-47.	0.4	3
10	The 2004 US Presidential campaign: Impact of hybrid offline and online "meetup" communities. Journal of Direct, Data and Digital Marketing Practice, 2006, 8, 46-57.	0.3	21
11	The Effect of Media Involvement on Print Advertising Effectiveness. Journal of Promotion Management, 2006, 12, 53-75.	3.4	16
12	Exploring the WOW in online-auction feedback. Journal of Business Research, 2005, 58, 1609-1621.	10.2	70
13	A Diagnostic Tool for Assessing the Relative Importance of Information in Impression Formation: Application in Order Effects. Marketing Letters, 2004, 15, 113-128.	2.9	9
14	A belief-updating process for minimizing waiting time in multiple waiting-time events: Application in website design. Journal of Interactive Marketing, 2003, 17, 24-37.	6.2	18
15	Don't keep your Internet customers waiting too long at the (virtual) front door. Journal of Interactive Marketing, 2000, 14, 30-39.	6.2	101
16	Information Acceleration: Validation and Lessons from the Field. Journal of Marketing Research, 1997, 34, 143-153.	4.8	99
17	Premarket Forecasting of Really-New Products. Journal of Marketing, 1996, 60, 47-60.	11.3	273
18	How Consumers Allocate Their Time When Searching for Information. Journal of Marketing Research, 1993, 30, 452-466.	4.8	124

#	ARTICLE	IF	CITATIONS
19	Premarket Forecasting for New Consumer Durable Goods: Modeling Categorization, Elimination, and Consideration Phenomena. <i>Journal of Marketing</i> , 1993, 57, 47-63.	11.3	364