

Dongling Huang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11999399/publications.pdf>

Version: 2024-02-01

8
papers

83
citations

1684188
5
h-index

1588992
8
g-index

8
all docs

8
docs citations

8
times ranked

68
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing intensity and firm performance: Contrasting the insights based on actual marketing expenditure and its SG&A proxy. <i>Journal of Business Research</i> , 2020, 118, 223-239.	10.2	22
2	WHAT HAPPENS WHEN DEMAND IS ESTIMATED WITH A MISSPECIFIED MODEL?[*]. <i>Journal of Industrial Economics</i> , 2008, 56, 809-839.	1.3	21
3	The impact of supplier bargaining power on the advertising costs of movie sequels. <i>Journal of Cultural Economics</i> , 2015, 39, 43-64.	2.2	11
4	Role of Advertising and Consumer Interest in the Motion Picture Industry. <i>Review of Marketing Science</i> , 2015, 13, 1-40.	0.7	7
5	Eliminating the Outside Good Bias in Logit Models of Demand with Aggregate Data. <i>Review of Marketing Science</i> , 2014, 12, 1-36.	0.7	6
6	Social learning and network externalities in decision making. <i>European Journal of Marketing</i> , 2017, 51, 157-176.	2.9	6
7	Exploring the small movie profitability puzzle. <i>Marketing Letters</i> , 2015, 26, 43-55.	2.9	5
8	High or low season?. <i>European Journal of Marketing</i> , 2018, 52, 1956-1980.	2.9	5