

# Omid Rafieian

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1740834/publications.pdf>

Version: 2024-02-01

2  
papers

88  
citations

2682572

2  
h-index

2917675

2  
g-index

2  
all docs

2  
docs citations

2  
times ranked

35  
citing authors

| # | ARTICLE  | IF  | CITATIONS |
|---|--|-----|-----------|
| 1 | Variety Effects in Mobile Advertising. <i>Journal of Marketing Research</i> , 2022, 59, 718-738. | 4.8 | 8         |
| 2 | Targeting and Privacy in Mobile Advertising. <i>Marketing Science</i> , 2021, 40, 193-218.       | 4.1 | 80        |