

Hongshuang Li

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1798066/publications.pdf>

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6
papers

420
citations

1937685

4
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

330
citing authors

#	ARTICLE	IF	CITATIONS
1	Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment. <i>Journal of Marketing Research</i> , 2014, 51, 40-56.	4.8	293
2	Attribution Strategies and Return on Keyword Investment in Paid Search Advertising. <i>Marketing Science</i> , 2016, 35, 831-848.	4.1	48
3	Optimal Design of Free Samples for Digital Products and Services. <i>Journal of Marketing Research</i> , 2019, 56, 419-438.	4.8	47
4	Charting the Path to Purchase Using Topic Models. <i>Journal of Marketing Research</i> , 2020, 57, 1019-1036.	4.8	23
5	Converting free users to paid subscribers in the SaaS context: The impact of marketing touchpoints, message content, and usage. <i>Production and Operations Management</i> , 2022, 31, 2185-2203.	3.8	5
6	Nodule Detection with Eye Movements. <i>Journal of Behavioral Decision Making</i> , 2016, 29, 254-270.	1.7	4