

Woochoel Shin

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2275241/publications.pdf>

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8
papers

295
citations

1307594

7
h-index

1720034

7
g-index

8
all docs

8
docs citations

8
times ranked

175
citing authors

#	ARTICLE	IF	CITATIONS
1	The Fateful First Consumer Review. <i>Marketing Science</i> , 2021, 40, 481-507.	4.1	20
2	Media Platformsâ€™ Content Provision Strategies and Sources of Profits. <i>Marketing Science</i> , 2021, 40, 527-547.	4.1	32
3	Multitier Store Brands and Channel Profits. <i>Journal of Marketing Research</i> , 2015, 52, 754-767.	4.8	40
4	Keyword Search Advertising and First-Page Bid Estimates: A Strategic Analysis. <i>Management Science</i> , 2015, 61, 507-519.	4.1	39
5	Keyword Search Advertising and Limited Budgets. <i>Marketing Science</i> , 2015, 34, 882-896.	4.1	37
6	The Company That You Keep: When to Buy a Competitor's Keyword. <i>Marketing Science</i> , 2014, 33, 485-508.	4.1	78
7	Competing for Low-End Markets. <i>Marketing Science</i> , 2011, 30, 776-788.	4.1	40
8	The Company that You Keep: When to Buy a Competitor's Keyword. <i>SSRN Electronic Journal</i> , 0, , .	0.4	9