

Michelle Y Lu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2543711/publications.pdf>

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1
papers

17
citations

3311381

1
h-index

3475538

1
g-index

1
all docs

1
docs citations

1
times ranked

6
citing authors

#	ARTICLE	IF	CITATIONS
1	A Model of Two-Sided Costly Communication for Building New Product Category Demand. Marketing Science, 2018, 37, 382-402.	4.1	17