

Dai Yao

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2802759/publications.pdf>

Version: 2024-02-01

9
papers

333
citations

1937685

4
h-index

2053705

5
g-index

9
all docs

9
docs citations

9
times ranked

163
citing authors

#	ARTICLE	IF	CITATIONS
1	Happiness Begets Money: Emotion and Engagement in Live Streaming. <i>Journal of Marketing Research</i> , 2021, 58, 417-438.	4.8	131
2	Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns. <i>Marketing Science</i> , 2017, 36, 89-104.	4.1	86
3	Do Larger Audiences Generate Greater Revenues Under Pay What You Want? Evidence from a Live Streaming Platform. <i>Marketing Science</i> , 2021, 40, 964-984.	4.1	80
4	Seeking the support of the silent majority: are lurking users valuable to UGC platforms?. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 986-1004.	11.2	24
5	Taxi Drivers'™ Response to Cancellations and No-Shows: New Evidence for Reference-Dependent Preferences. <i>Management Science</i> , 2023, 69, 179-199.	4.1	8
6	Human Judgement is Heavy Tailed: Empirical Evidence and Implications for the Aggregation of Estimates and Forecasts. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
7	Making Lemonade from Lemons: Taxi Drivers' Response to Cancellations and No-shows. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
8	A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Markets. <i>Marketing Science</i> , 0, , .	4.1	1
9	Seeking the Support of the Silent Majority: Are Lurkers Valuable to the UGC Platform?. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	0