

Michael Lewis

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3161260/publications.pdf>

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9
papers

154
citations

1684188
5
h-index

1872680
6
g-index

9
all docs

9
docs citations

9
times ranked

219
citing authors

#	ARTICLE	IF	CITATIONS
1	Polytobacco, marijuana, and alcohol use patterns in college students: A latent class analysis. Addictive Behaviors, 2016, 59, 58-64.	3.0	60
2	An Empirical Examination of the Development and Impact of Star Power in Major League Baseball. Journal of Sports Economics, 2018, 19, 155-187.	1.9	28
3	The Advertising Strategies of Early E-cigarette Brand Leaders in the United States. Tobacco Regulatory Science (discontinued), 2017, 3, 222-231.	0.2	19
4	Individual Team Incentives and Managing Competitive Balance in Sports Leagues: An Empirical Analysis of Major League Baseball. Journal of Marketing Research, 2008, 45, 535-549.	4.8	18
5	What Happens When Manufacturers Perform The Retailing Functions?. Production and Operations Management, 2016, 25, 1391-1403.	3.8	15
6	Investigating the Effects of Excise Taxes, Public Usage Restrictions, and Antismoking Ads Across Cigarette Brands. Journal of Marketing, 2021, 85, 150-167.	11.3	11
7	Season Ticket Buyer Value and Secondary Market Options. Marketing Science, 0, , .	4.1	2
8	Examining Brand Strength of Political Candidates: a Performance Premium Approach. Customer Needs and Solutions, 2019, 6, 63-75.	0.8	1
9	Direct Bob â€™ Contributions to Customer Relationship Marketing, Direct Marketing and Database Marketing. , 2010, , 199-203.		0