

Michael Lewis

List of Publications by Year in descending order

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

Version: 2024-02-01

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