

Yubo Chen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3507275/publications.pdf>

Version: 2024-02-01

17
papers

4,260
citations

686830

13
h-index

996533

15
g-index

17
all docs

17
docs citations

17
times ranked

2940
citing authors

#	ARTICLE	IF	CITATIONS
1	Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix. <i>Management Science</i> , 2008, 54, 477-491.	2.4	1,327
2	Online Social Interactions: A Natural Experiment on Word of Mouth versus Observational Learning. <i>Journal of Marketing Research</i> , 2011, 48, 238-254.	3.0	522
3	The Firm's Management of Social Interactions. <i>Marketing Letters</i> , 2005, 16, 415-428.	1.9	469
4	Social Media Metrics – A Framework and Guidelines for Managing Social Media. <i>Journal of Interactive Marketing</i> , 2013, 27, 281-298.	4.3	421
5	Does a Firm's Product-Recall Strategy Affect Its Financial Value? An Examination of Strategic Alternatives during Product-Harm Crises. <i>Journal of Marketing</i> , 2009, 73, 214-226.	7.0	377
6	The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. <i>Journal of Interactive Marketing</i> , 2011, 25, 85-94.	4.3	377
7	Third-Party Product Review and Firm Marketing Strategy. <i>Marketing Science</i> , 2005, 24, 218-240.	2.7	303
8	When do Third-Party Product Reviews Affect Firm Value and what can Firms Do? The Case of Media Critics and Professional Movie Reviews. <i>Journal of Marketing</i> , 2012, 76, 116-134.	7.0	136
9	Social Learning in Networks of Friends versus Strangers. <i>Marketing Science</i> , 2015, 34, 573-589.	2.7	75
10	Commentary: Marketing and the Sharing Economy: Digital Economy and Emerging Market Challenges. <i>Journal of Marketing</i> , 2019, 83, 28-31.	7.0	75
11	Deciphering word-of-mouth in social media. <i>ACM Transactions on Management Information Systems</i> , 2012, 3, 1-23.	2.1	63
12	Media Coverage of Climate Change and Sustainable Product Consumption: Evidence from the Hybrid Vehicle Market. <i>Journal of Marketing Research</i> , 2019, 56, 995-1011.	3.0	52
13	Survival in Markets with Network Effects: Product Compatibility and Order-of-Entry Effects. <i>Journal of Marketing</i> , 2010, 74, 1-14.	7.0	26
14	Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning. <i>SSRN Electronic Journal</i> , 0, , .	0.4	24
15	How Is Mobile User Behavior Different? A Hidden Markov Model of Cross-Mobile Application Usage Dynamics. <i>Information Systems Research</i> , 2022, 33, 1002-1022.	2.2	6
16	The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. <i>SSRN Electronic Journal</i> , 2011, , .	0.4	5
17	Product-harm Crisis Management and Firm Value. , 2012, , .		2