

Guodong Gordon Gao

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3514316/publications.pdf>

Version: 2024-02-01

18
papers

779
citations

933447

10
h-index

996975

15
g-index

20
all docs

20
docs citations

20
times ranked

841
citing authors

#	ARTICLE	IF	CITATIONS
1	Building social identity-based groups to enhance online peer support for patients with chronic disease: a pilot study using mixed-methods evaluation. <i>Translational Behavioral Medicine</i> , 2022, , .	2.4	0
2	Market segmentation of South African adolescent girls and young women to inform HIV prevention product marketing strategy: A mixed methods study. <i>Health Marketing Quarterly</i> , 2022, 39, 159-172.	1.0	2
3	How Digital Word-of-Mouth Affects Consumer Decision Making: Evidence from Doctor Appointment Booking. <i>Management Science</i> , 2021, 67, 1546-1568.	4.1	27
4	Socioeconomic privilege and political ideology are associated with racial disparity in COVID-19 vaccination. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2021, 118, .	7.1	95
5	Consumer Journeys of Adolescent Girls and Young Women in South Africa: Implications for Marketing HIV Prevention Products. <i>Social Marketing Quarterly</i> , 2021, 27, 230-248.	1.7	1
6	Emerging technologies and analytics for a new era of value-centered marketing in healthcare. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 9-23.	11.2	74
7	Influence of Personality on mHealth Use in Patients with Diabetes: Prospective Pilot Study. <i>JMIR MHealth and UHealth</i> , 2020, 8, e17709.	3.7	25
8	Engagement and Outcomes Associated with Contextual Annotation Features of a Digital Health Solution. <i>Journal of Diabetes Science and Technology</i> , 2020, , 193229682097640.	2.2	3
9	Mobile Messaging for Offline Group Formation in Prosocial Activities: A Large Field Experiment. <i>Management Science</i> , 2019, 65, 2717-2736.	4.1	24
10	Unraveling the "Social" in Social Norms: The Conditioning Effect of User Connectivity. <i>Information Systems Research</i> , 2019, 30, 1272-1295.	3.7	16
11	Individual differences in regulatory mode moderate the effectiveness of a pilot mHealth trial for diabetes management among older veterans. <i>PLoS ONE</i> , 2018, 13, e0192807.	2.5	44
12	How Online Quality Ratings Influence Patients' Choice of Medical Providers: Controlled Experimental Survey Study. <i>Journal of Medical Internet Research</i> , 2018, 20, e99.	4.3	55
13	Health IT and economics. <i>Health Systems</i> , 2015, 4, 54-54.	1.2	1
14	Website Ratings of Physicians and Their Quality of Care. <i>JAMA Internal Medicine</i> , 2015, 175, 291.	5.1	48
15	Life Is All about Timing: An Examination of Differences in Treatment Quality for Trauma Patients Based on Hospital Arrival Time. <i>Production and Operations Management</i> , 2014, 23, 2178-2190.	3.8	27
16	eHealth: What is Needed at the Policy Level?. <i>Policy and Internet</i> , 2012, 4, 1.	4.3	0
17	A Changing Landscape of Physician Quality Reporting: Analysis of Patients' Online Ratings of Their Physicians Over a 5-Year Period. <i>Journal of Medical Internet Research</i> , 2012, 14, e38.	4.3	316
18	When Online Reviews Meet Hyperdifferentiation: A Study of Craft Beer Industry. , 2006, , .		21