Michel Ballings

List of Publications by Year
in descending order

21 papers	1,014 citations	759233 12 h-index	839539 18 g-index
21 all docs	21 docs citations	21 times ranked	934 citing authors

#	Article	IF	Citations
1	Evaluating multiple classifiers for stock price direction prediction. Expert Systems With Applications, 2015, 42, 7046-7056.	7.6	351
2	The Role of Marketer-Generated Content in Customer Engagement Marketing. Journal of Marketing, 2019, 83, 21-42.	11.3	156
3	Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or Screening Ideas in Real Time. Journal of Product Innovation Management, 2017, 34, 580-597.	9.5	103
4	CRM in social media: Predicting increases in Facebook usage frequency. European Journal of Operational Research, 2015, 244, 248-260.	5.7	60
5	The added value of social media data in B2B customer acquisition systems: A real-life experiment. Decision Support Systems, 2017, 104, 26-37.	5.9	60
6	Customer event history for churn prediction: How long is long enough?. Expert Systems With Applications, 2012, 39, 13517-13522.	7.6	56
7	The added value of auxiliary data in sentiment analysis of Facebook posts. Decision Support Systems, 2016, 89, 98-112.	5.9	40
8	Cause marketing and customer profitability. Journal of the Academy of Marketing Science, 2018, 46, 234-251.	11.2	39
9	Evaluating multi-label classifiers and recommender systems in the financial service sector. European Journal of Operational Research, 2019, 279, 620-634.	5.7	31
10	The added value of Facebook friends data in event attendance prediction. Decision Support Systems, 2016, 82, 26-34.	5.9	24
11	Kernel Factory: An ensemble of kernel machines. Expert Systems With Applications, 2013, 40, 2904-2913.	7.6	20
12	Social media optimization: Identifying an optimal strategy for increasing network size on Facebook. Omega, 2016, 59, 15-25.	5.9	17
13	Box office sales and social media: A cross-platform comparison of predictive ability and mechanisms. Decision Support Systems, 2021, 147, 113517.	5.9	13
14	Cross-Media Consumption: Insights from Super Bowl Advertising. Journal of Interactive Marketing, 2020, 50, 17-31.	6.2	12
15	Evaluating the importance of different communication types in romantic tie prediction on social media. Annals of Operations Research, 2018, 263, 501-527.	4.1	11
16	Identifying Soccer Players on Facebook Through Predictive Analytics. Decision Analysis, 2017, 14, 274-297.	2.1	7
17	Equity price direction prediction for day trading: Ensemble classification using technical analysis indicators with interaction effects. , 2016, , .		5
18	Predicting Selfâ€declared Movie Watching Behavior Using Facebook Data and Informationâ€Fusion Sensitivity Analysis. Decision Sciences, 2021, 52, 776-810.	4.5	5

#	Article	IF	Citations
19	Improving Customer Churn Prediction by Data Augmentation Using Pictorial Stimulus-Choice Data. Advances in Intelligent Systems and Computing, 2012, , 217-226.	0.6	4
20	RFM Variables Revisited Using Quantile Regression. , 2011, , .		0
21	Using Eye-Tracking Data of Advertisement Viewing Behavior to Predict Customer Churn. , 2013, , .		0