

Michel Ballings

List of Publications by Year in descending order

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Version: 2024-02-01

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 | Predicting Self-declared Movie Watching Behavior Using Facebook Data and Information Fusion Sensitivity Analysis. <i>Decision Sciences</i> , 2021, 52, 776-810. | 4.5 | 5 |
| 2 | Box office sales and social media: A cross-platform comparison of predictive ability and mechanisms. <i>Decision Support Systems</i> , 2021, 147, 113517. | 5.9 | 13 |
| 3 | Cross-Media Consumption: Insights from Super Bowl Advertising. <i>Journal of Interactive Marketing</i> , 2020, 50, 17-31. | 6.2 | 12 |
| 4 | The Role of Marketer-Generated Content in Customer Engagement Marketing. <i>Journal of Marketing</i> , 2019, 83, 21-42. | 11.3 | 156 |
| 5 | Evaluating multi-label classifiers and recommender systems in the financial service sector. <i>European Journal of Operational Research</i> , 2019, 279, 620-634. | 5.7 | 31 |
| 6 | Evaluating the importance of different communication types in romantic tie prediction on social media. <i>Annals of Operations Research</i> , 2018, 263, 501-527. | 4.1 | 11 |
| 7 | Cause marketing and customer profitability. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 234-251. | 11.2 | 39 |
| 8 | The added value of social media data in B2B customer acquisition systems: A real-life experiment. <i>Decision Support Systems</i> , 2017, 104, 26-37. | 5.9 | 60 |
| 9 | Identifying Soccer Players on Facebook Through Predictive Analytics. <i>Decision Analysis</i> , 2017, 14, 274-297. | 2.1 | 7 |
| 10 | Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or Screening Ideas in Real Time. <i>Journal of Product Innovation Management</i> , 2017, 34, 580-597. | 9.5 | 103 |
| 11 | The added value of auxiliary data in sentiment analysis of Facebook posts. <i>Decision Support Systems</i> , 2016, 89, 98-112. | 5.9 | 40 |
| 12 | Equity price direction prediction for day trading: Ensemble classification using technical analysis indicators with interaction effects. , 2016, , . | | 5 |
| 13 | The added value of Facebook friends data in event attendance prediction. <i>Decision Support Systems</i> , 2016, 82, 26-34. | 5.9 | 24 |
| 14 | Social media optimization: Identifying an optimal strategy for increasing network size on Facebook. <i>Omega</i> , 2016, 59, 15-25. | 5.9 | 17 |
| 15 | Evaluating multiple classifiers for stock price direction prediction. <i>Expert Systems With Applications</i> , 2015, 42, 7046-7056. | 7.6 | 351 |
| 16 | CRM in social media: Predicting increases in Facebook usage frequency. <i>European Journal of Operational Research</i> , 2015, 244, 248-260. | 5.7 | 60 |
| 17 | Kernel Factory: An ensemble of kernel machines. <i>Expert Systems With Applications</i> , 2013, 40, 2904-2913. | 7.6 | 20 |
| 18 | Using Eye-Tracking Data of Advertisement Viewing Behavior to Predict Customer Churn. , 2013, , . | | 0 |

| # | 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 | Customer event history for churn prediction: How long is long enough?. Expert Systems With Applications, 2012, 39, 13517-13522. | 7.6 | 56 |
| 21 | RFM Variables Revisited Using Quantile Regression. , 2011, , . | | 0 |