

# Bowei Chen

## List of Publications by Citations

**Source:** <https://exaly.com/author-pdf/4332665/bowei-chen-publications-by-citations.pdf>  
**Version:** 2024-04-11

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.  
The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

13 papers	112 citations	6 h-index	10 g-index
15 ext. papers	147 ext. citations	4.7 avg, IF	2.84 L-index

#	Paper	IF	Citations
13	An empirical study of reserve price optimisation in real-time bidding <b>2014</b> ,		32
12	A Dynamic Pricing Model for Unifying Programmatic Guarantee and Real-Time Bidding in Display Advertising <b>2014</b> ,		15
11	To personalize or not <b>2013</b> ,		15
10	A hybrid model for predicting human physical activity status from lifelogging data. <i>European Journal of Operational Research</i> , <b>2020</b> , 281, 532-542	5.6	10
9	Selling futures online advertising slots via option contracts <b>2012</b> ,		9
8	A lattice framework for pricing display advertisement options with the stochastic volatility underlying model. <i>Electronic Commerce Research and Applications</i> , <b>2015</b> , 14, 465-479	4.6	8
7	Multi-Keyword Multi-Click Advertisement Option Contracts for Sponsored Search. <i>ACM Transactions on Intelligent Systems and Technology</i> , <b>2015</b> , 7, 1-29	8	6
6	Risk-Aware Dynamic Reserve Prices of Programmatic Guarantee in Display Advertising <b>2016</b> ,		4
5	Index Tracking with Cardinality Constraints: A Stochastic Neural Networks Approach. <i>Proceedings of the AAAI Conference on Artificial Intelligence</i> , <b>2020</b> , 34, 1242-1249	5	3
4	Pricing Average Price Advertising Options When Underlying Spot Market Prices Are Discontinuous. <i>IEEE Transactions on Knowledge and Data Engineering</i> , <b>2019</b> , 31, 1765-1778	4.2	3
3	Optimizing Trade-offs Among Stakeholders in Real-Time Bidding by Incorporating Multimedia Metrics <b>2017</b> ,		3
2	Combining guaranteed and spot markets in display advertising: Selling guaranteed page views with stochastic demand. <i>European Journal of Operational Research</i> , <b>2020</b> , 280, 1144-1159	5.6	3
1	A Bayesian graph embedding model for link-based classification problems. <i>IEEE Transactions on Network Science and Engineering</i> , <b>2021</b> , 1-1	4.9	