

Shijie Lu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4397387/publications.pdf>

Version: 2024-02-01

10
papers

232
citations

1478505

6
h-index

1588992

8
g-index

10
all docs

10
docs citations

10
times ranked

116
citing authors

#	ARTICLE	IF	CITATIONS
1	Do Larger Audiences Generate Greater Revenues Under Pay What You Want? Evidence from a Live Streaming Platform. <i>Marketing Science</i> , 2021, 40, 964-984.	4.1	80
2	Modeling Competition and Its Impact on Paid-Search Advertising. <i>Marketing Science</i> , 2014, 33, 134-153.	4.1	34
3	Position Auctions with Budget Constraints: Implications for Advertisers and Publishers. <i>Marketing Science</i> , 2015, 34, 897-905.	4.1	31
4	Does Piracy Create Online Word of Mouth? An Empirical Analysis in the Movie Industry. <i>Management Science</i> , 2020, 66, 2140-2162.	4.1	27
5	Do Spoilers Really Spoil? Using Topic Modeling to Measure the Effect of Spoiler Reviews on Box Office Revenue. <i>Journal of Marketing</i> , 2021, 85, 70-88.	11.3	22
6	Investigating the Spillover Effect of Keyword Market Entry in Sponsored Search Advertising. <i>Marketing Science</i> , 2017, 36, 976-998.	4.1	20
7	The Effect of Over-the-Top Media Services on Piracy Search: Evidence from a Natural Experiment. <i>Marketing Science</i> , 2021, 40, 548-568.	4.1	14
8	A Two-Sided Market Analysis of Behaviorally Targeted Display Advertising. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	3
9	Bid Jamming. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
10	Investigating the Spillover Effect of Keyword Market Entry in Sponsored Search Advertising. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	0