

# Xueming Luo

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4793926/publications.pdf>

Version: 2024-02-01

72  
papers

10,529  
citations

61857

43  
h-index

91712

69  
g-index

72  
all docs

72  
docs citations

72  
times ranked

6390  
citing authors

| #  | ARTICLE  | IF  | CITATIONS |
|----|--|-----|-----------|
| 1  | Corporate Social Responsibility, Customer Satisfaction, and Market Value. <i>Journal of Marketing</i> , 2006, 70, 1-18.  | 7.0 | 1,268     |
| 2  | Internationalization and the performance of born-global SMEs: the mediating role of social networks. <i>Journal of International Business Studies</i> , 2007, 38, 673-690. | 4.6 | 865       |
| 3  | The Debate over Doing Good: Corporate Social Performance, Strategic Marketing Levers, and Firm-Idiosyncratic Risk. <i>Journal of Marketing</i> , 2009, 73, 198-213.        | 7.0 | 686       |
| 4  | Social Media and Firm Equity Value. <i>Information Systems Research</i> , 2013, 24, 146-163.   | 2.2 | 457       |
| 5  | Neglected Outcomes of Customer Satisfaction. <i>Journal of Marketing</i> , 2007, 71, 133-149.  | 7.0 | 359       |
| 6  | Corporate social performance, analyst stock recommendations, and firm future returns. <i>Strategic Management Journal</i> , 2015, 36, 123-136.                             | 4.7 | 344       |
| 7  | Trust production and privacy concerns on the Internet. <i>Industrial Marketing Management</i> , 2002, 31, 111-118.   | 3.7 | 314       |
| 8  | How Does Shopping With Others Influence Impulsive Purchasing?. <i>Journal of Consumer Psychology</i> , 2005, 15, 288-294.  | 3.2 | 275       |
| 9  | Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness. <i>Marketing Science</i> , 2016, 35, 218-233.  | 2.7 | 258       |
| 10 | Geo-Conquesting: Competitive Locational Targeting of Mobile Promotions. <i>Journal of Marketing Research</i> , 2015, 52, 726-735.  | 3.0 | 253       |
| 11 | Quantifying the Long-Term Impact of Negative Word of Mouth on Cash Flows and Stock Prices. <i>Marketing Science</i> , 2009, 28, 148-165.                                   | 2.7 | 252       |
| 12 | Cross-Functional "Coopetition": The Simultaneous Role of Cooperation and Competition Within Firms. <i>Journal of Marketing</i> , 2006, 70, 67-80.                          | 7.0 | 251       |
| 13 | Uses and Gratifications Theory and E-Consumer Behaviors. <i>Journal of Interactive Advertising</i> , 2002, 2, 34-41.   | 3.0 | 250       |
| 14 | Mobile Targeting. <i>Management Science</i> , 2014, 60, 1738-1756.   | 2.4 | 249       |
| 15 | Evaluating the profitability and marketability efficiency of large banks. <i>Journal of Business Research</i> , 2003, 56, 627-635.   | 5.8 | 227       |
| 16 | Working with Rivals: The Impact of Competitor Alliances on Financial Performance. <i>Journal of Marketing Research</i> , 2007, 44, 73-83.                                  | 3.0 | 216       |
| 17 | Exploring the relationship between corporate social responsibility and firm innovation. <i>Marketing Letters</i> , 2015, 26, 703-714.                                      | 1.9 | 208       |
| 18 | How Do Consumer Buzz and Traffic in Social Media Marketing Predict the Value of the Firm?. <i>Journal of Management Information Systems</i> , 2013, 30, 213-238.           | 2.1 | 201       |

| #  | ARTICLE   | IF  | CITATIONS |
|----|---|-----|-----------|
| 19 | Integrating customer orientation, corporate entrepreneurship, and learning orientation in organizations-in-transition: an empirical study. <i>International Journal of Research in Marketing</i> , 2002, 19, 367-382. | 2.4 | 186       |
| 20 | Cause Marketing Effectiveness and the Moderating Role of Price Discounts. <i>Journal of Marketing</i> , 2014, 78, 120-142.  | 7.0 | 173       |
| 21 | Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases. <i>Marketing Science</i> , 0, , .   | 2.7 | 170       |
| 22 | Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. <i>Journal of Interactive Marketing</i> , 2017, 40, 1-8.   | 4.3 | 161       |
| 23 | Customer Satisfaction, Analyst Stock Recommendations, and Firm Value. <i>Journal of Marketing Research</i> , 2010, 47, 1041-1058.   | 3.0 | 155       |
| 24 | Personalized mobile marketing strategies. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 64-78.   | 7.2 | 147       |
| 25 | Market-oriented organizations in an emerging economy. <i>Journal of Business Research</i> , 2003, 56, 481-491.  | 5.8 | 144       |
| 26 | Consumer Negative Voice and Firm-Idiosyncratic Stock Returns. <i>Journal of Marketing</i> , 2007, 71, 75-88.  | 7.0 | 143       |
| 27 | Entrepreneurial firms in the context of China's transition economy: an integrative framework and empirical examination. <i>Journal of Business Research</i> , 2005, 58, 277-284.                                      | 5.8 | 135       |
| 28 | How does CEO tenure matter? The mediating role of firm-employee and firm-customer relationships. <i>Strategic Management Journal</i> , 2014, 35, 492-511.   | 4.7 | 131       |
| 29 | The moderating role of institutional networking in the customer orientationâ€“trust/commitmentâ€“performance causal chain in China. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 202-214.           | 7.2 | 123       |
| 30 | Competitive Price Targeting with Smartphone Coupons. <i>Marketing Science</i> , 2017, 36, 944-975.  | 2.7 | 113       |
| 31 | Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value. <i>Journal of Marketing</i> , 2006, 70, 70-91.   | 7.0 | 103       |
| 32 | The Impact of Brand Rating Dispersion on Firm Value. <i>Journal of Marketing Research</i> , 2013, 50, 399-415.  | 3.0 | 102       |
| 33 | Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness. <i>Marketing Science</i> , 2017, 36, 762-779.   | 2.7 | 96        |
| 34 | Artificial Intelligence Coaches for Sales Agents: Caveats and Solutions. <i>Journal of Marketing</i> , 2021, 85, 14-32.   | 7.0 | 95        |
| 35 | Contemporaneous and Delayed Sales Impact of Location-Based Mobile Promotions. <i>Information Systems Research</i> , 2015, 26, 552-564.  | 2.2 | 92        |
| 36 | The Effects of Customer Relationships and Social Capital on Firm Performance: A Chinese Business Illustration. <i>Journal of International Marketing</i> , 2004, 12, 25-45.   | 2.5 | 91        |

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|----|--|-----|-----------|
| 37 | Globalization, Marketing Resources, and Performance: Evidence From China. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 50-65.  | 7.2 | 85        |
| 38 | Assessing advertising media spending inefficiencies in generating sales. <i>Journal of Business Research</i> , 2005, 58, 28-36.  | 5.8 | 82        |
| 39 | Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , 2008, 72, 29-43.   | 7.0 | 81        |
| 40 | The Janus face of artificial intelligence feedback: Deployment versus disclosure effects on employee performance. <i>Strategic Management Journal</i> , 2021, 42, 1600-1631.   | 4.7 | 80        |
| 41 | Does advertising spending really work? The intermediate role of analysts in the impact of advertising on firm value. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 605-624.   | 7.2 | 78        |
| 42 | Contextual Marketing and Customer-Oriented Strategy for E-Commerce: An Empirical Analysis. <i>International Journal of Electronic Commerce</i> , 2003, 8, 95-118.  | 1.4 | 75        |
| 43 | Self-Signaling and Prosocial Behavior: A Cause Marketing Experiment. <i>Marketing Science</i> , 2017, 36, 161-186.   | 2.7 | 70        |
| 44 | Incentivizing CEOs to build customer- and employee-firm relations for higher customer satisfaction and firm value. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 745-758.   | 7.2 | 64        |
| 45 | Personalized Mobile Targeting with User Engagement Stages: Combining a Structural Hidden Markov Model and Field Experiment. <i>Information Systems Research</i> , 2019, 30, 787-804.   | 2.2 | 49        |
| 46 | Do institutional investors pay attention to customer satisfaction and why?. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 119-136.  | 7.2 | 44        |
| 47 | The Impact of Platform Protection Insurance on Buyers and Sellers in the Sharing Economy: A Natural Experiment. <i>Journal of Marketing</i> , 2021, 85, 50-69.   | 7.0 | 42        |
| 48 | When and How to Leverage E-commerce Cart Targeting: The Relative and Moderated Effects of Scarcity and Price Incentives with a Two-Stage Field Experiment and Causal Forest Optimization. <i>Information Systems Research</i> , 2019, 30, 1203-1227. | 2.2 | 39        |
| 49 | Quantifying the Dynamic Effects of Service Recovery on Customer Satisfaction. <i>Journal of Service Research</i> , 2013, 16, 341-355.  | 7.8 | 37        |
| 50 | The Double-Edged Effects of E-Commerce Cart Retargeting: Does Retargeting Too Early Backfire?. <i>Journal of Marketing</i> , 2021, 85, 123-140.  | 7.0 | 33        |
| 51 | The role of top management networks for market knowledge creation and sharing in China. <i>Journal of Business Research</i> , 2009, 62, 1020-1026.   | 5.8 | 30        |
| 52 | Sleeping with competitors: the impact of NPD phases on stock market reactions to horizontal collaboration. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 490-511.   | 7.2 | 29        |
| 53 | Product alliances, alliance networks, and shareholder value: Evidence from the biopharmaceutical industry. <i>International Journal of Research in Marketing</i> , 2015, 32, 9-22.   | 2.4 | 28        |
| 54 | Reciprocity in Corporate Social Responsibility and Channel Performance: Do Birds of a Feather Flock Together?. <i>Journal of Business Ethics</i> , 2013, 118, 203-213.   | 3.7 | 27        |

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|----|--|-----|-----------|
| 55 | Targeted Promotions on an E-Book Platform: Crowding Out, Heterogeneity, and Opportunity Costs. <i>Journal of Marketing Research</i> , 2019, 56, 310-323.   | 3.0 | 27        |
| 56 | Consumer responses to brand elimination: An attributional perspective. <i>Journal of Consumer Psychology</i> , 2009, 19, 280-289.  | 3.2 | 26        |
| 57 | Product competitiveness and beating analyst earnings target. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 253-264.   | 7.2 | 25        |
| 58 | Technological progress, inefficiency, and productivity growth in the US securities industry, 1980-2000. <i>Journal of Business Research</i> , 2006, 59, 589-594.   | 5.8 | 24        |
| 59 | The Dilemma of Service Productivity and Service Innovation. <i>Journal of Service Research</i> , 2018, 21, 249-262.  | 7.8 | 21        |
| 60 | Nonlinear Effects of Social Connections and Interactions on Individual Goal Attainment and Spending: Evidences from Online Gaming Markets. <i>Journal of Marketing</i> , 2017, 81, 132-155.                                    | 7.0 | 18        |
| 61 | How firm internationalization is recognized by outsiders: The response of financial analysts. <i>Journal of Business Research</i> , 2018, 90, 87-106.  | 5.8 | 18        |
| 62 | Mobile Time-Based Targeting: Matching Product-Value Appeal to Time of Day. <i>Journal of Management Information Systems</i> , 2019, 36, 513-545.   | 2.1 | 17        |
| 63 | <scp>Capacity-constrained</scp> entrepreneurs and their product portfolio size: The response to a platform design change on a Chinese sharing economy platform. <i>Strategic Entrepreneurship Journal</i> , 2020, 14, 302-328. | 2.6 | 14        |
| 64 | Predicting Stages in Omnichannel Path to Purchase: A Deep Learning Model. <i>Information Systems Research</i> , 2022, 33, 429-445.   | 2.2 | 14        |
| 65 | The performance implications of contextual marketing for electronic commerce. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2003, 10, 231-239.   | 0.6 | 12        |
| 66 | Effect of intelligence on consumers' responsiveness to a pro-environmental tax: Evidence from large-scale data on car acquisitions of male consumers. <i>Journal of Consumer Psychology</i> , 2017, 27, 448-455.               | 3.2 | 12        |
| 67 | Types of intelligence predict likelihood to get married and stay married: Large-scale empirical evidence for evolutionary theory. <i>Personality and Individual Differences</i> , 2018, 122, 1-6.                              | 1.6 | 11        |
| 68 | The Effectiveness of Contextual Competitive Targeting in Conjunction with Promotional Incentives. <i>International Journal of Electronic Commerce</i> , 2018, 22, 349-385.   | 1.4 | 10        |
| 69 | Information Privacy and Online Behaviors. <i>Journal of Internet Commerce</i> , 2002, 1, 55-69.  | 3.5 | 5         |
| 70 | Time-Inconsistent Preferences and Strategic Self-Control in Digital Content Consumption. <i>Marketing Science</i> , 2022, 41, 616-636.   | 2.7 | 5         |
| 71 | Modeling User Engagement in Mobile Content Consumption with Tapstream Data and Field Experiment. <i>SSRN Electronic Journal</i> , 0, , .   | 0.4 | 2         |
| 72 | AI Agents for Sequential Promotions: Combining Deep Reinforcement Learning and Dynamic Field Experimentation. <i>SSRN Electronic Journal</i> , 0, , .  | 0.4 | 2         |