

# Xueming Luo

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

69

papers

7,223

citations

40

h-index

72

g-index

72

ext. papers

8,650

ext. citations

6.8

avg, IF

6.64

L-index

#	Paper	IF	Citations
69	Corporate Social Responsibility, Customer Satisfaction, and Market Value. <i>Journal of Marketing</i> , <b>2006</b> , 70, 1-18	11	841
68	Internationalization and the performance of born-global SMEs: the mediating role of social networks. <i>Journal of International Business Studies</i> , <b>2007</b> , 38, 673-690	8.5	694
67	The Debate over Doing Good: Corporate Social Performance, Strategic Marketing Levers, and Firm-Idiosyncratic Risk. <i>Journal of Marketing</i> , <b>2009</b> , 73, 198-213	11	497
66	Social Media and Firm Equity Value. <i>Information Systems Research</i> , <b>2013</b> , 24, 146-163	3.8	330
65	Neglected Outcomes of Customer Satisfaction. <i>Journal of Marketing</i> , <b>2007</b> , 71, 133-149	11	282
64	Trust production and privacy concerns on the Internet: A framework based on relationship marketing and social exchange theory. <i>Industrial Marketing Management</i> , <b>2002</b> , 31, 111-118	6.9	237
63	Corporate social performance, analyst stock recommendations, and firm future returns. <i>Strategic Management Journal</i> , <b>2015</b> , 36, 123-136	5.2	208
62	How Does Shopping With Others Influence Impulsive Purchasing?. <i>Journal of Consumer Psychology</i> , <b>2005</b> , 15, 288-294	3.1	199
61	Quantifying the Long-Term Impact of Negative Word of Mouth on Cash Flows and Stock Prices. <i>Marketing Science</i> , <b>2009</b> , 28, 148-165	3.6	196
60	Cross-Functional "Coopetition": The Simultaneous Role of Cooperation and Competition Within Firms. <i>Journal of Marketing</i> , <b>2006</b> , 70, 67-80	11	192
59	Evaluating the profitability and marketability efficiency of large banks: An application of data envelopment analysis. <i>Journal of Business Research</i> , <b>2003</b> , 56, 627-635	8.7	177
58	Uses and Gratifications Theory and E-Consumer Behaviors. <i>Journal of Interactive Advertising</i> , <b>2002</b> , 2, 34-41	6.2	172
57	Geo-Conquesting: Competitive Locational Targeting of Mobile Promotions. <i>Journal of Marketing Research</i> , <b>2015</b> , 52, 726-735	5.2	168
56	Integrating customer orientation, corporate entrepreneurship, and learning orientation in organizations-in-transition: an empirical study. <i>International Journal of Research in Marketing</i> , <b>2002</b> , 19, 367-382	5.5	166
55	Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness. <i>Marketing Science</i> , <b>2016</b> , 35, 218-233	3.6	165
54	Working with Rivals: The Impact of Competitor Alliances on Financial Performance. <i>Journal of Marketing Research</i> , <b>2007</b> , 44, 73-83	5.2	159
53	Mobile Targeting. <i>Management Science</i> , <b>2014</b> , 60, 1738-1756	3.9	151

52	How Do Consumer Buzz and Traffic in Social Media Marketing Predict the Value of the Firm?. <i>Journal of Management Information Systems</i> , <b>2013</b> , 30, 213-238	5.3	143
51	Market-oriented organizations in an emerging economy: A study of missing links. <i>Journal of Business Research</i> , <b>2003</b> , 56, 481-491	8.7	129
50	Consumer Negative Voice and Firm-Idiosyncratic Stock Returns. <i>Journal of Marketing</i> , <b>2007</b> , 71, 75-88	11	119
49	Customer Satisfaction, Analyst Stock Recommendations, and Firm Value. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 1041-1058	5.2	117
48	Cause Marketing Effectiveness and the Moderating Role of Price Discounts. <i>Journal of Marketing</i> , <b>2014</b> , 78, 120-142	11	111
47	Exploring the relationship between corporate social responsibility and firm innovation. <i>Marketing Letters</i> , <b>2015</b> , 26, 703-714	2.3	107
46	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. <i>Journal of Interactive Marketing</i> , <b>2017</b> , 40, 1-8	9.8	106
45	The moderating role of institutional networking in the customer orientationTrust/commitmentperformance causal chain in China. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 202-214	12.4	103
44	Entrepreneurial firms in the context of China's transition economy: an integrative framework and empirical examination. <i>Journal of Business Research</i> , <b>2005</b> , 58, 277-284	8.7	102
43	How does CEO tenure matter? The mediating role of firm-employee and firm-customer relationships. <i>Strategic Management Journal</i> , <b>2014</b> , 35, 492-511	5.2	83
42	Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value. <i>Journal of Marketing</i> , <b>2006</b> , 70, 70-91	11	80
41	The Effects of Customer Relationships and Social Capital on Firm Performance: A Chinese Business Illustration. <i>Journal of International Marketing</i> , <b>2004</b> , 12, 25-45	3.9	78
40	Assessing advertising media spending inefficiencies in generating sales. <i>Journal of Business Research</i> , <b>2005</b> , 58, 28-36	8.7	70
39	Globalization, marketing resources, and performance: Evidence from China. <i>Journal of the Academy of Marketing Science</i> , <b>2005</b> , 33, 50-65	12.4	69
38	Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases. <i>Marketing Science</i> , <b>2019</b> ,	3.6	67
37	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , <b>2008</b> , 72, 29-43	11	66
36	Competitive Price Targeting with Smartphone Coupons. <i>Marketing Science</i> , <b>2017</b> , 36, 944-975	3.6	65
35	The Impact of Brand Rating Dispersion on Firm Value. <i>Journal of Marketing Research</i> , <b>2013</b> , 50, 399-415	5.2	65

34	Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness. <i>Marketing Science</i> , <b>2017</b> , 36, 762-779	3.6	59
33	Personalized mobile marketing strategies. <i>Journal of the Academy of Marketing Science</i> , <b>2020</b> , 48, 64-78	12.4	58
32	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> , <b>2012</b> , 40, 605-624	12.4	56
31	Contemporaneous and Delayed Sales Impact of Location-Based Mobile Promotions. <i>Information Systems Research</i> , <b>2015</b> , 26, 552-564	3.8	53
30	Contextual Marketing and Customer-Orientation Strategy for E-Commerce: An Empirical Analysis. <i>International Journal of Electronic Commerce</i> , <b>2003</b> , 8, 95-118	5.4	51
29	Self-Signaling and Prosocial Behavior: A Cause Marketing Experiment. <i>Marketing Science</i> , <b>2017</b> , 36, 161-186		40
28	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> , <b>2012</b> , 40, 745-758	12.4	39
27	Do institutional investors pay attention to customer satisfaction and why?. <i>Journal of the Academy of Marketing Science</i> , <b>2014</b> , 42, 119-136	12.4	32
26	The role of top management networks for market knowledge creation and sharing in China. <i>Journal of Business Research</i> , <b>2009</b> , 62, 1020-1026	8.7	27
25	Quantifying the Dynamic Effects of Service Recovery on Customer Satisfaction: Evidence From Chinese Mobile Phone Markets. <i>Journal of Service Research</i> , <b>2013</b> , 16, 341-355	6	25
24	Consumer responses to brand elimination: An attributional perspective. <i>Journal of Consumer Psychology</i> , <b>2009</b> , 19, 280-289	3.1	24
23	Artificial Intelligence Coaches for Sales Agents: Caveats and Solutions. <i>Journal of Marketing</i> , <b>2021</b> , 85, 14-32	11	22
22	Product alliances, alliance networks, and shareholder value: Evidence from the biopharmaceutical industry. <i>International Journal of Research in Marketing</i> , <b>2015</b> , 32, 9-22	5.5	19
21	Sleeping with competitors: the impact of NPD phases on stock market reactions to horizontal collaboration. <i>Journal of the Academy of Marketing Science</i> , <b>2015</b> , 43, 490-511	12.4	18
20	Product competitiveness and beating analyst earnings target. <i>Journal of the Academy of Marketing Science</i> , <b>2010</b> , 38, 253-264	12.4	18
19	Technological progress, inefficiency, and productivity growth in the US securities industry, 1980-2000. <i>Journal of Business Research</i> , <b>2006</b> , 59, 589-594	8.7	17
18	Reciprocity in Corporate Social Responsibility and Channel Performance: Do Birds of a Feather Flock Together?. <i>Journal of Business Ethics</i> , <b>2013</b> , 118, 203-213	4.3	16
17	The Impact of Platform Protection Insurance on Buyers and Sellers in the Sharing Economy: A Natural Experiment. <i>Journal of Marketing</i> , <b>2021</b> , 85, 50-69	11	14

16	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> , <b>2019</b> , 30, 1203-1227	3.8	12
15	The Janus face of artificial intelligence feedback: Deployment versus disclosure effects on employee performance. <i>Strategic Management Journal</i> , <b>2021</b> , 42, 1600-1631	5.2	12
14	Personalized Mobile Targeting with User Engagement Stages: Combining a Structural Hidden Markov Model and Field Experiment. <i>Information Systems Research</i> , <b>2019</b> , 30, 787-804	3.8	11
13	The Dilemma of Service Productivity and Service Innovation: An Empirical Exploration in Financial Services. <i>Journal of Service Research</i> , <b>2018</b> , 21, 249-262	6	10
12	Nonlinear Effects of Social Connections and Interactions on Individual Goal Attainment and Spending: Evidences from Online Gaming Markets. <i>Journal of Marketing</i> , <b>2017</b> , 81, 132-155	11	9
11	How firm internationalization is recognized by outsiders: The response of financial analysts. <i>Journal of Business Research</i> , <b>2018</b> , 90, 87-106	8.7	9
10	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> , <b>2017</b> , 27, 448-455	3.1	8
9	Targeted Promotions on an E-Book Platform: Crowding Out, Heterogeneity, and Opportunity Costs. <i>Journal of Marketing Research</i> , <b>2019</b> , 56, 310-323	5.2	7
8	Types of intelligence predict likelihood to get married and stay married: Large-scale empirical evidence for evolutionary theory. <i>Personality and Individual Differences</i> , <b>2018</b> , 122, 1-6	3.3	7
7	Capacity-constrained entrepreneurs and their product portfolio size: The response to a platform design change on a Chinese sharing economy platform. <i>Strategic Entrepreneurship Journal</i> , <b>2020</b> , 14, 302-328	3.7	7
6	Mobile Time-Based Targeting: Matching Product-Value Appeal to Time of Day. <i>Journal of Management Information Systems</i> , <b>2019</b> , 36, 513-545	5.3	6
5	The performance implications of contextual marketing for electronic commerce. <i>Journal of Database Marketing and Customer Strategy Management</i> , <b>2003</b> , 10, 231-239		6
4	The Effectiveness of Contextual Competitive Targeting in Conjunction with Promotional Incentives. <i>International Journal of Electronic Commerce</i> , <b>2018</b> , 22, 349-385	5.4	4
3	Information Privacy and Online Behaviors. <i>Journal of Internet Commerce</i> , <b>2002</b> , 1, 55-69	3.8	4
2	The Double-Edged Effects of E-Commerce Cart Retargeting: Does Retargeting Too Early Backfire?. <i>Journal of Marketing</i> , <b>2021</b> , 85, 123-140	11	3
1	Modeling User Engagement in Mobile Content Consumption with Tapstream Data and Field Experiment. <i>SSRN Electronic Journal</i> , <b>2016</b> ,	1	2