

Xueming Luo

List of Publications by Year in Descending Order

Source: <https://exaly.com/author-pdf/4793926/xueming-luo-publications-by-year.pdf>

Version: 2024-04-25

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.

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	The Janus face of artificial intelligence feedback: Deployment versus disclosure effects on employee performance. <i>Strategic Management Journal</i> , 2021 , 42, 1600-1631	5.2	12
68	Artificial Intelligence Coaches for Sales Agents: Caveats and Solutions. <i>Journal of Marketing</i> , 2021 , 85, 14-32	11	22
67	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	11	14
66	The Double-Edged Effects of E-Commerce Cart Retargeting: Does Retargeting Too Early Backfire?. <i>Journal of Marketing</i> , 2021 , 85, 123-140	11	3
65	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> , 2020 , 14, 302-328	3.7	7
64	Personalized mobile marketing strategies. <i>Journal of the Academy of Marketing Science</i> , 2020 , 48, 64-78	12.4	58
63	Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases. <i>Marketing Science</i> , 2019 ,	3.6	67
62	Mobile Time-Based Targeting: Matching Product-Value Appeal to Time of Day. <i>Journal of Management Information Systems</i> , 2019 , 36, 513-545	5.3	6
61	Targeted Promotions on an E-Book Platform: Crowding Out, Heterogeneity, and Opportunity Costs. <i>Journal of Marketing Research</i> , 2019 , 56, 310-323	5.2	7
60	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	3.8	12
59	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	3.8	11
58	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	3.3	7
57	The Effectiveness of Contextual Competitive Targeting in Conjunction with Promotional Incentives. <i>International Journal of Electronic Commerce</i> , 2018 , 22, 349-385	5.4	4
56	The Dilemma of Service Productivity and Service Innovation: An Empirical Exploration in Financial Services. <i>Journal of Service Research</i> , 2018 , 21, 249-262	6	10
55	How firm internationalization is recognized by outsiders: The response of financial analysts. <i>Journal of Business Research</i> , 2018 , 90, 87-106	8.7	9
54	Self-Signaling and Prosocial Behavior: A Cause Marketing Experiment. <i>Marketing Science</i> , 2017 , 36, 161-186	13.6	40
53	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	3.1	8

52	Competitive Price Targeting with Smartphone Coupons. <i>Marketing Science</i> , 2017 , 36, 944-975	3.6	65
51	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	11	9
50	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. <i>Journal of Interactive Marketing</i> , 2017 , 40, 1-8	9.8	106
49	Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness. <i>Marketing Science</i> , 2017 , 36, 762-779	3.6	59
48	Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness. <i>Marketing Science</i> , 2016 , 35, 218-233	3.6	165
47	Modeling User Engagement in Mobile Content Consumption with Tapstream Data and Field Experiment. <i>SSRN Electronic Journal</i> , 2016 ,	1	2
46	Product alliances, alliance networks, and shareholder value: Evidence from the biopharmaceutical industry. <i>International Journal of Research in Marketing</i> , 2015 , 32, 9-22	5.5	19
45	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	12.4	18
44	Geo-Conquesting: Competitive Locational Targeting of Mobile Promotions. <i>Journal of Marketing Research</i> , 2015 , 52, 726-735	5.2	168
43	Contemporaneous and Delayed Sales Impact of Location-Based Mobile Promotions. <i>Information Systems Research</i> , 2015 , 26, 552-564	3.8	53
42	Corporate social performance, analyst stock recommendations, and firm future returns. <i>Strategic Management Journal</i> , 2015 , 36, 123-136	5.2	208
41	Exploring the relationship between corporate social responsibility and firm innovation. <i>Marketing Letters</i> , 2015 , 26, 703-714	2.3	107
40	How does CEO tenure matter? The mediating role of firm-employee and firm-customer relationships. <i>Strategic Management Journal</i> , 2014 , 35, 492-511	5.2	83
39	Mobile Targeting. <i>Management Science</i> , 2014 , 60, 1738-1756	3.9	151
38	Cause Marketing Effectiveness and the Moderating Role of Price Discounts. <i>Journal of Marketing</i> , 2014 , 78, 120-142	11	111
37	Do institutional investors pay attention to customer satisfaction and why?. <i>Journal of the Academy of Marketing Science</i> , 2014 , 42, 119-136	12.4	32
36	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	4.3	16
35	Quantifying the Dynamic Effects of Service Recovery on Customer Satisfaction: Evidence From Chinese Mobile Phone Markets. <i>Journal of Service Research</i> , 2013 , 16, 341-355	6	25

34	Social Media and Firm Equity Value. <i>Information Systems Research</i> , 2013 , 24, 146-163	3.8	330
33	The Impact of Brand Rating Dispersion on Firm Value. <i>Journal of Marketing Research</i> , 2013 , 50, 399-415	5.2	65
32	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	5.3	143
31	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	12.4	39
30	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	12.4	56
29	Customer Satisfaction, Analyst Stock Recommendations, and Firm Value. <i>Journal of Marketing Research</i> , 2010 , 47, 1041-1058	5.2	117
28	Product competitiveness and beating analyst earnings target. <i>Journal of the Academy of Marketing Science</i> , 2010 , 38, 253-264	12.4	18
27	The Debate over Doing Good: Corporate Social Performance, Strategic Marketing Levers, and Firm-Idiosyncratic Risk. <i>Journal of Marketing</i> , 2009 , 73, 198-213	11	497
26	Quantifying the Long-Term Impact of Negative Word of Mouth on Cash Flows and Stock Prices. <i>Marketing Science</i> , 2009 , 28, 148-165	3.6	196
25	Consumer responses to brand elimination: An attributional perspective. <i>Journal of Consumer Psychology</i> , 2009 , 19, 280-289	3.1	24
24	The role of top management networks for market knowledge creation and sharing in China. <i>Journal of Business Research</i> , 2009 , 62, 1020-1026	8.7	27
23	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , 2008 , 72, 29-43	11	66
22	The moderating role of institutional networking in the customer orientation-trust/commitment-performance causal chain in China. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 202-214	12.4	103
21	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	8.5	694
20	Consumer Negative Voice and Firm-Idiosyncratic Stock Returns. <i>Journal of Marketing</i> , 2007 , 71, 75-88	11	119
19	Working with Rivals: The Impact of Competitor Alliances on Financial Performance. <i>Journal of Marketing Research</i> , 2007 , 44, 73-83	5.2	159
18	Neglected Outcomes of Customer Satisfaction. <i>Journal of Marketing</i> , 2007 , 71, 133-149	11	282
17	Cross-Functional Cooperation: The Simultaneous Role of Cooperation and Competition Within Firms. <i>Journal of Marketing</i> , 2006 , 70, 67-80	11	192

16	Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value. <i>Journal of Marketing</i> , 2006 , 70, 70-91	11	80
15	Corporate Social Responsibility, Customer Satisfaction, and Market Value. <i>Journal of Marketing</i> , 2006 , 70, 1-18	11	841
14	Technological progress, inefficiency, and productivity growth in the US securities industry, 1980-2000. <i>Journal of Business Research</i> , 2006 , 59, 589-594	8.7	17
13	Assessing advertising media spending inefficiencies in generating sales. <i>Journal of Business Research</i> , 2005 , 58, 28-36	8.7	70
12	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	8.7	102
11	Globalization, marketing resources, and performance: Evidence from China. <i>Journal of the Academy of Marketing Science</i> , 2005 , 33, 50-65	12.4	69
10	How Does Shopping With Others Influence Impulsive Purchasing?. <i>Journal of Consumer Psychology</i> , 2005 , 15, 288-294	3.1	199
9	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	3.9	78
8	The performance implications of contextual marketing for electronic commerce. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2003 , 10, 231-239		6
7	Market-oriented organizations in an emerging economy: A study of missing links. <i>Journal of Business Research</i> , 2003 , 56, 481-491	8.7	129
6	Evaluating the profitability and marketability efficiency of large banks: An application of data envelopment analysis. <i>Journal of Business Research</i> , 2003 , 56, 627-635	8.7	177
5	Contextual Marketing and Customer-Orientation Strategy for E-Commerce: An Empirical Analysis. <i>International Journal of Electronic Commerce</i> , 2003 , 8, 95-118	5.4	51
4	Trust production and privacy concerns on the Internet: A framework based on relationship marketing and social exchange theory. <i>Industrial Marketing Management</i> , 2002 , 31, 111-118	6.9	237
3	Information Privacy and Online Behaviors. <i>Journal of Internet Commerce</i> , 2002 , 1, 55-69	3.8	4
2	Uses and Gratifications Theory and E-Consumer Behaviors. <i>Journal of Interactive Advertising</i> , 2002 , 2, 34-41	6.2	172
1	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	5.5	166