

Khoi Vo

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5267529/publications.pdf>

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10
papers

1,267
citations

1478505

6
h-index

1474206

9
g-index

11
all docs

11
docs citations

11
times ranked

2354
citing authors

#	ARTICLE	IF	CITATIONS
1	Variability in the analysis of a single neuroimaging dataset by many teams. <i>Nature</i> , 2020, 582, 84-88.	27.8	634
2	Predicting Advertising success beyond Traditional Measures: New Insights from Neurophysiological Methods and Market Response Modeling. <i>Journal of Marketing Research</i> , 2015, 52, 436-452.	4.8	348
3	Ventromedial Frontal Lobe Damage Disrupts Value Maximization in Humans. <i>Journal of Neuroscience</i> , 2011, 31, 7527-7532.	3.6	193
4	Reward and punishment reversal-learning in major depressive disorder.. <i>Journal of Abnormal Psychology</i> , 2020, 129, 810-823.	1.9	40
5	Dorsal striatum is necessary for stimulus-value but not action-value learning in humans. <i>Brain</i> , 2014, 137, 3129-3135.	7.6	24
6	Relative Effectiveness of Print and Digital Advertising: A Memory Perspective. <i>Journal of Marketing Research</i> , 2021, 58, 827-844.	4.8	13
7	Predicting Advertising Success Beyond Traditional Measures: New Insights from Neurophysiological Methods and Market Response Modeling. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8
8	Relative Effectiveness of Print and Digital Advertising: A Memory Perspective. <i>SSRN Electronic Journal</i> , 2018, , .	0.4	4
9	Variability in Decision Strategies Across Description-based and Experience-based Decision Making. <i>Journal of Behavioral Decision Making</i> , 2017, 30, 951-963.	1.7	2
10	Reply: Differential functions of ventral and dorsal striatum. <i>Brain</i> , 2015, 138, e382-e382.	7.6	1