

Khoi Vo

List of Publications by Year in descending order

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

Version: 2024-02-01

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