William Rand

List of Publications by Year
in descending order

44 papers	2,431 citations	393982 19 h-index	360668 35 g-index
47 all docs	47 docs citations	47 times ranked	2405 citing authors

#	Article	IF	Citations
1	Agent-based modeling in marketing: Guidelines for rigor. International Journal of Research in Marketing, 2011, 28, 181-193.	2.4	383
2	Path dependence and the validation of agent‐based spatial models of land use. International Journal of Geographical Information Science, 2005, 19, 153-174.	2.2	321
3	Spatial process and data models: Toward integration of agent-based models and GIS. Journal of Geographical Systems, 2005, 7, 25-47.	1.9	228
4	Brand Buzz in the Echoverse. Journal of Marketing, 2016, 80, 1-24.	7.0	224
5	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. Journal of Interactive Marketing, 2017, 40, 1-8.	4.3	161
6	Evaluating information diffusion speed and its determinants in social media networks during humanitarian crises. Journal of Operations Management, 2016, 45, 123-133.	3.3	120
7	Exurbia from the bottom-up: Confronting empirical challenges to characterizing a complex system. Geoforum, 2008, 39, 805-818.	1.4	113
8	Agent-based and analytical modeling to evaluate the effectiveness of greenbelts. Environmental Modelling and Software, 2004, 19, 1097-1109.	1.9	101
9	Media, Aggregators, and the Link Economy: Strategic Hyperlink Formation in Content Networks. Management Science, 2013, 59, 2360-2379.	2.4	88
10	Letting the Computers Take Over: Using AI to Solve Marketing Problems. California Management Review, 2019, 61, 156-185.	3.4	81
11	Building Agent-Based Decision Support Systems for Word-of-Mouth Programs: A Freemium Application. Journal of Marketing Research, 2017, 54, 752-767.	3.0	68
12	Characterising climate change discourse on social media during extreme weather events. Global Environmental Change, 2019, 54, 50-60.	3.6	55
13	Real-Time Brand Reputation Tracking Using Social Media. Journal of Marketing, 2021, 85, 21-43.	7.0	53
14	Evolving viral marketing strategies. , 2010, , .		50
15	Understanding the complexity of project team member selection through agent-based modeling. International Journal of Project Management, 2016, 34, 82-93.	2.7	48
16	Improving Prelaunch Diffusion Forecasts: Using Synthetic Networks as Simulated Priors. Journal of Marketing Research, 2013, 50, 675-690.	3.0	42
17	An Agent-Based Model of Urgent Diffusion in Social Media. Jasss, 2015, 18, .	1.0	34
18	The emergence of zoning policy games in exurban jurisdictions: Informing collective action theory. Land Use Policy, 2009, 26, 356-367.	2.5	30

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19	Simulating Macro-Level Effects from Micro-Level Observations. Management Science, 2018, 64, 5405-5421.	2.4	29
20	The myopia of crowds: Cognitive load and collective evaluation of answers on Stack Exchange. PLoS ONE, 2017, 12, e0173610.	1.1	24
21	Competing opinions and stubborness: Connecting models to data. Physical Review E, 2016, 93, 032305.	0.8	20
22	Agentâ€based modeling of new product market diffusion: an overview of strengths and criticisms. Annals of Operations Research, 2021, 305, 425-447.	2.6	18
23	Apart we ride together: The motivations behind users of mixed-reality sports. Journal of Business Research, 2021, 134, 316-328.	5.8	16
24	The effects of information overload on online conversation dynamics. Computational and Mathematical Organization Theory, 2020, 26, 255-276.	1.5	14
25	The Problem with Zoning: Nonlinear Effects of Interactions between Location Preferences and Externalities on Land Use and Utility. Environment and Planning B: Planning and Design, 2010, 37, 408-428.	1.7	11
26	Automatic Crowdsourcing-Based Classification of Marketing Messaging on Twitter. , 2013, , .		10
27	Shaky Ladders, Hyperplane-Defined Functions and Genetic Algorithms: Systematic Controlled Observation in Dynamic Environments. Lecture Notes in Computer Science, 2005, , 600-609.	1.0	9
28	Complex systems: marketingâ€™s new frontier. AMS Review, 2018, 8, 111-127.	1.1	8
29	Inferring mechanisms of response prioritization on social media under information overload. Scientific Reports, 2021, 11, 1346.	1.6	8
30	Forecasting High Tide. , 2015, , .		7
31	When Does Simulated Data Match Real Data?. Agent-based Social Systems, 2014, , 297-313.	0.4	7
32	Reciprocity between the cerebellum and the cerebral cortex: Nonlinear dynamics in microscopic modules for generating voluntary motor commands. Complexity, 2008, 14, 29-45.	0.9	6
33	Influence Cascades: Entropy-Based Characterization of Behavioral Influence Patterns in Social Media. Entropy, 2021, 23, 160.	1.1	6
34	Comparing Social Tags to Microblogs. , 2011, , .		5
35	Inferring models of opinion dynamics from aggregated jury data. PLoS ONE, 2019, 14, e0218312.	1.1	5
36	The Effect of Building Block Construction on the Behavior of the GA in Dynamic Environments: A Case Study Using the Shaky Ladder Hyperplane-Defined Functions. Lecture Notes in Computer Science, 2006, , 776-787.	1.0	3

#	Article	IF	Citations
37	Deep Agent: Studying the Dynamics of Information Spread and Evolution in Social Networks. Springer Proceedings in Complexity, 2021, , 153-169.	0.2	3
38	Business Applications and Research Questions Using Spatial Agent-Based Models. , 2012, , 463-480.		2
39	Does Love Change on Twitter? The Dynamics of Topical Conversations in Microblogging. , 2013, , .		1
40	The simple rules of a complex world: William Rand and Roland Rust. European Journal of Marketing, 2016, 50, 658-660.	1.7	1
41	Computational landscape of user behavior on social media. Physical Review E, 2018, 98, .	0.8	1
42	Switching behavior in online auctions: Empirical observations and predictive implications. , 2013, , .		0
43	Negative Influence Gradients Lead to Lowered Information Processing Capacity on Social Networks. Springer Proceedings in Complexity, 2021, , 265-275.	0.2	0
44	The Complex Network of Things: When Technology is Making the Deal. GfK Marketing Intelligence Review, 2018, 10, 36-41.	0.4	0