

# William Rand

## List of Publications by Year in Descending Order

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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.

45  
papers

1,726  
citations

18  
h-index

41  
g-index

47  
ext. papers

2,087  
ext. citations

4.6  
avg, IF

5.06  
L-index

#	Paper	IF	Citations
45	Negative Influence Gradients Lead to Lowered Information Processing Capacity on Social Networks. <i>Springer Proceedings in Complexity</i> , <b>2021</b> , 265-275	0.3	
44	Deep Agent: Studying the Dynamics of Information Spread and Evolution in Social Networks. <i>Springer Proceedings in Complexity</i> , <b>2021</b> , 153-169	0.3	2
43	Real-Time Brand Reputation Tracking Using Social Media. <i>Journal of Marketing</i> , <b>2021</b> , 85, 21-43	11	9
42	Agent-based modeling of new product market diffusion: an overview of strengths and criticisms. <i>Annals of Operations Research</i> , <b>2021</b> , 305, 425-447	3.2	2
41	Apart we ride together: The motivations behind users of mixed-reality sports. <i>Journal of Business Research</i> , <b>2021</b> , 134, 316-328	8.7	5
40	Influence Cascades: Entropy-Based Characterization of Behavioral Influence Patterns in Social Media. <i>Entropy</i> , <b>2021</b> , 23,	2.8	3
39	Inferring mechanisms of response prioritization on social media under information overload. <i>Scientific Reports</i> , <b>2021</b> , 11, 1346	4.9	4
38	The effects of information overload on online conversation dynamics. <i>Computational and Mathematical Organization Theory</i> , <b>2020</b> , 26, 255-276	2.1	7
37	Panel Discussion: Moving Social-Behavioral Modeling Forward <b>2019</b> , 753-787		1
36	Theory-Interpretable, Data-Driven Agent-Based Modeling <b>2019</b> , 337-357		5
35	Letting the Computers Take Over: Using AI to Solve Marketing Problems. <i>California Management Review</i> , <b>2019</b> , 61, 156-185	13.2	43
34	Inferring models of opinion dynamics from aggregated jury data. <i>PLoS ONE</i> , <b>2019</b> , 14, e0218312	3.7	2
33	Characterising climate change discourse on social media during extreme weather events. <i>Global Environmental Change</i> , <b>2019</b> , 54, 50-60	10.1	28
32	Simulating Macro-Level Effects from Micro-Level Observations. <i>Management Science</i> , <b>2018</b> , 64, 5405-5421	19	21
31	Complex systems: marketing's new frontier. <i>AMS Review</i> , <b>2018</b> , 8, 111-127	3	7
30	The Complex Network of Things: When Technology is Making the Deal. <i>GfK Marketing Intelligence Review</i> , <b>2018</b> , 10, 36-41		
29	The myopia of crowds: Cognitive load and collective evaluation of answers on Stack Exchange. <i>PLoS ONE</i> , <b>2017</b> , 12, e0173610	3.7	15

28	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
27	Building Agent-Based Decision Support Systems for Word-of-Mouth Programs: A Freemium Application. <i>Journal of Marketing Research</i> , <b>2017</b> , 54, 752-767	5.2	41
26	Evaluating information diffusion speed and its determinants in social media networks during humanitarian crises. <i>Journal of Operations Management</i> , <b>2016</b> , 45, 123-133	5.2	74
25	Competing opinions and stubbornness: Connecting models to data. <i>Physical Review E</i> , <b>2016</b> , 93, 032305	2.4	18
24	The simple rules of a complex world: William Rand and Roland Rust. <i>European Journal of Marketing</i> , <b>2016</b> , 50, 658-660	4.4	1
23	Brand Buzz in the Echoverse. <i>Journal of Marketing</i> , <b>2016</b> , 80, 1-24	11	145
22	Understanding the complexity of project team member selection through agent-based modeling. <i>International Journal of Project Management</i> , <b>2016</b> , 34, 82-93	7.6	28
21	Forecasting High Tide <b>2015</b> ,		3
20	An Agent-Based Model of Urgent Diffusion in Social Media. <i>Jasss</i> , <b>2015</b> , 18,	4.8	26
19	When Does Simulated Data Match Real Data? <b>2014</b> , 297-313		1
18	Automatic Crowdsourcing-Based Classification of Marketing Messaging on Twitter <b>2013</b> ,		8
17	Media, Aggregators, and the Link Economy: Strategic Hyperlink Formation in Content Networks. <i>Management Science</i> , <b>2013</b> , 59, 2360-2379	3.9	63
16	Does Love Change on Twitter? The Dynamics of Topical Conversations in Microblogging <b>2013</b> ,		1
15	Improving Prelaunch Diffusion Forecasts: Using Synthetic Networks as Simulated Priors. <i>Journal of Marketing Research</i> , <b>2013</b> , 50, 675-690	5.2	30
14	Business Applications and Research Questions Using Spatial Agent-Based Models <b>2012</b> , 463-480		2
13	Agent-based modeling in marketing: Guidelines for rigor. <i>International Journal of Research in Marketing</i> , <b>2011</b> , 28, 181-193	5.5	278
12	Comparing Social Tags to Microblogs <b>2011</b> ,		3
11	Evolving viral marketing strategies <b>2010</b> ,		35

10	The Problem with Zoning: Nonlinear Effects of Interactions between Location Preferences and Externalities on Land Use and Utility. <i>Environment and Planning B: Planning and Design</i> , <b>2010</b> , 37, 408-428		9
9	The emergence of zoning policy games in exurban jurisdictions: Informing collective action theory. <i>Land Use Policy</i> , <b>2009</b> , 26, 356-367	5.6	28
8	Exurbia from the bottom-up: Confronting empirical challenges to characterizing a complex system. <i>Geoforum</i> , <b>2008</b> , 39, 805-818	2.9	108
7	Reciprocity between the cerebellum and the cerebral cortex: Nonlinear dynamics in microscopic modules for generating voluntary motor commands. <i>Complexity</i> , <b>2008</b> , 14, 29-45	1.6	6
6	Understanding the Semantics of the Genetic Algorithm in Dynamic Environments <b>2007</b> , 657-667		0
5	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. <i>Lecture Notes in Computer Science</i> , <b>2006</b> , 776-787	0.9	2
4	Shaky Ladders, Hyperplane-Defined Functions and Genetic Algorithms: Systematic Controlled Observation in Dynamic Environments. <i>Lecture Notes in Computer Science</i> , <b>2005</b> , 600-609	0.9	7
3	Spatial process and data models: Toward integration of agent-based models and GIS. <i>Journal of Geographical Systems</i> , <b>2005</b> , 7, 25-47	1.8	178
2	Path dependence and the validation of agent-based spatial models of land use. <i>International Journal of Geographical Information Science</i> , <b>2005</b> , 19, 153-174	4.1	280
1	Agent-based and analytical modeling to evaluate the effectiveness of greenbelts. <i>Environmental Modelling and Software</i> , <b>2004</b> , 19, 1097-1109	5.2	91