Tianshu Sun

List of Publications by Year
in descending order

15	231	1478505	1281871
papers	citations	6	11
		h-index	g-index

15	15	15	120
all docs	docs citations	times ranked	citing authors

#	ARTICLE	IF	CITATIONS
1	Word-of-Mouth System Implementation and Customer Conversion: A Randomized Field Experiment. Information Systems Research, 2019, 30, 805-818.	3.7	45
2	Motivating Effective Mobile App Adoptions: Evidence from a Large-Scale Randomized Field Experiment. Information Systems Research, 2019, 30, 523-539.	3.7	41
3	Words Matter! Toward a Prosocial Call-to-Action for Online Referral: Evidence from Two Field Experiments. Information Systems Research, 2020, 31, 16-36.	3.7	41
4	Solving shortage in a priceless market: Insights from blood donation. Journal of Health Economics, 2016, 48, 149-165.	2.7	27
5	Mobile Messaging for Offline Group Formation in Prosocial Activities: A Large Field Experiment. Management Science, 2019, 65, 2717-2736.	4.1	24
6	Creating Social Contagion Through Firm-Mediated Message Design: Evidence from a Randomized Field Experiment. Management Science, 2021, 67, 808-827.	4.1	21
7	Displaying things in common to encourage friendship formation: A large randomized field experiment. Quantitative Marketing and Economics, 2020, 18, 237-271.	1.5	9
8	Designing Promotional Incentives to Embrace Social Sharing: Evidence from Field and Online Experiments. MIS Quarterly: Management Information Systems, 2021, 45, 789-820.	4.2	7
9	Not Registered? Please Sign Up First: A Randomized Field Experiment on the Ex Ante Registration Request. Information Systems Research, 2021, 32, 914-931.	3.7	5
10	Connecting Customers and Merchants Offline: Experimental Evidence From the Commercialization of Last-Mile Stations at Alibaba. SSRN Electronic Journal, 0, , .	0.4	4
11	Reviewing Before Reading? An Empirical Investigation of Book-Consumption Patterns and Their Effects on Reviews and Sales. Information Systems Research, 2021, 32, 1368-1389.	3.7	3
12	A Prescriptive Analytics Framework for Optimal Policy Deployment Using Heterogeneous Treatment Effects. MIS Quarterly: Management Information Systems, 2021, 45, 1807-1832.	4.2	3
13	Geographical Pattern of Online Word-of-Mouth: How Offline Environment Influences Online Sharing. SSRN Electronic Journal, 0, , .	0.4	1
14	Monetizing Sharing Traffic Via Incentive Design: Evidence from a Randomized Field Experiment. SSRN Electronic Journal, 2018, , .	0.4	0
15	Not Registered? Please Sign-up First: A Randomized Field Experiment on the Ex-Ante Registration Request. SSRN Electronic Journal, 0, , .	0.4	0