

# Tianshu Sun

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7078490/publications.pdf>

Version: 2024-02-01

15  
papers

231  
citations

1478505

6  
h-index

1281871

11  
g-index

15  
all docs

15  
docs citations

15  
times ranked

120  
citing authors

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