

Michael Trusov

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8212652/publications.pdf>

Version: 2024-02-01

18
papers

3,598
citations

758635

12
h-index

887659

17
g-index

19
all docs

19
docs citations

19
times ranked

2662
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site. <i>Journal of Marketing</i> , 2009, 73, 90-102.	7.0	1,757
2	The Value of Social Dynamics in Online Product Ratings Forums. <i>Journal of Marketing Research</i> , 2011, 48, 444-456.	3.0	521
3	Determining Influential Users in Internet Social Networks. <i>Journal of Marketing Research</i> , 2010, 47, 643-658.	3.0	517
4	Estimating aggregate consumer preferences from online product reviews. <i>International Journal of Research in Marketing</i> , 2010, 27, 293-307.	2.4	266
5	Crumbs of the Cookie: User Profiling in Customer-Base Analysis and Behavioral Targeting. <i>Marketing Science</i> , 2016, 35, 405-426.	2.7	115
6	Modeling Indirect Effects of Paid Search Advertising: Which Keywords Lead to More Future Visits?. <i>Marketing Science</i> , 2011, 30, 646-665.	2.7	91
7	Zooming In on Paid Search Ads—A Consumer-Level Model Calibrated on Aggregated Data. <i>Marketing Science</i> , 2011, 30, 789-800.	2.7	82
8	Online Shopping and Social Media: Friends or Foes?. <i>Journal of Marketing</i> , 2017, 81, 24-41.	7.0	82
9	Improving Prelaunch Diffusion Forecasts: Using Synthetic Networks as Simulated Priors. <i>Journal of Marketing Research</i> , 2013, 50, 675-690.	3.0	42
10	Swayed by the Numbers: The Consequences of Displaying Product Review Attributes. <i>Journal of Marketing</i> , 2018, 82, 109-131.	7.0	40
11	Modeling Dynamics in Crowdfunding. <i>Marketing Science</i> , 2020, 39, 339-365.	2.7	30
12	A New Method to Aid Copy Testing of Paid Search Text Advertisements. <i>Journal of Marketing Research</i> , 2017, 54, 885-900.	3.0	14
13	Customer satisfaction underappreciation: The relation of customer satisfaction to CEO compensation. <i>International Journal of Research in Marketing</i> , 2020, 37, 129-150.	2.4	11
14	The Path to Click: Are You on It?. <i>Marketing Science</i> , 2021, 40, 344-365.	2.7	11
15	Retailer promotion planning: Improving forecast accuracy and interpretability. <i>Journal of Interactive Marketing</i> , 2006, 20, 71-81.	4.3	9
16	Deal or No Deal? Online Deals, Retailer Heterogeneity, and Brand Evaluations in a Competitive Environment. <i>Information Systems Research</i> , 2020, 31, 1087-1106.	2.2	5
17	Efficient Estimation of Network Games of Incomplete Information: Application to Large Online Social Networks. <i>Management Science</i> , 0, , .	2.4	3
18	Are You a “Viral Star”? Conceptualizing and Modeling Inter-media Virality. <i>Journal of the Association for Consumer Research</i> , 2017, 2, 196-215.	1.0	2