

Michael Trusov

List of Publications by Citations

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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.

17
papers

2,732
citations

10
h-index

19
g-index

19
ext. papers

3,172
ext. citations

5.8
avg. IF

5.49
L-index

#	Paper	IF	Citations
17	Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site. <i>Journal of Marketing</i> , 2009 , 73, 90-102	11	1407
16	Determining Influential Users in Internet Social Networks. <i>Journal of Marketing Research</i> , 2010 , 47, 643-658	5.2	415
15	The Value of Social Dynamics in Online Product Ratings Forums. <i>Journal of Marketing Research</i> , 2011 , 48, 444-456	5.2	369
14	Estimating aggregate consumer preferences from online product reviews. <i>International Journal of Research in Marketing</i> , 2010 , 27, 293-307	5.5	202
13	Crumbs of the Cookie: User Profiling in Customer-Base Analysis and Behavioral Targeting. <i>Marketing Science</i> , 2016 , 35, 405-426	3.6	71
12	Modeling Indirect Effects of Paid Search Advertising: Which Keywords Lead to More Future Visits?. <i>Marketing Science</i> , 2011 , 30, 646-665	3.6	70
11	Zooming In on Paid Search Ads: A Consumer-Level Model Calibrated on Aggregated Data. <i>Marketing Science</i> , 2011 , 30, 789-800	3.6	69
10	Online Shopping and Social Media: Friends or Foes?. <i>Journal of Marketing</i> , 2017 , 81, 24-41	11	48
9	Improving Prelaunch Diffusion Forecasts: Using Synthetic Networks as Simulated Priors. <i>Journal of Marketing Research</i> , 2013 , 50, 675-690	5.2	30
8	Swayed by the Numbers: The Consequences of Displaying Product Review Attributes. <i>Journal of Marketing</i> , 2018 , 82, 109-131	11	15
7	A New Method to Aid Copy Testing of Paid Search Text Advertisements. <i>Journal of Marketing Research</i> , 2017 , 54, 885-900	5.2	9
6	Modeling Dynamics in Crowdfunding. <i>Marketing Science</i> , 2020 , 39, 339-365	3.6	9
5	Retailer promotion planning: Improving forecast accuracy and interpretability. <i>Journal of Interactive Marketing</i> , 2006 , 20, 71-81	9.8	8
4	Customer satisfaction underappreciation: The relation of customer satisfaction to CEO compensation. <i>International Journal of Research in Marketing</i> , 2020 , 37, 129-150	5.5	7
3	Are You a Viral Star? Conceptualizing and Modeling Inter-media Virality. <i>Journal of the Association for Consumer Research</i> , 2017 , 2, 196-215	1.7	1
2	The Path to Click: Are You on It?. <i>Marketing Science</i> , 2021 , 40, 344-365	3.6	1
1	Deal or No Deal? Online Deals, Retailer Heterogeneity, and Brand Evaluations in a Competitive Environment. <i>Information Systems Research</i> , 2020 , 31, 1087-1106	3.8	0

