

# Michael Trusov

## List of Publications by Year in Descending Order

**Source:** <https://exaly.com/author-pdf/8212652/michael-trusov-publications-by-year.pdf>

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This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

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

