

Anja Lambrecht

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/845109/publications.pdf>

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31
papers

2,137
citations

516710

16
h-index

752698

20
g-index

33
all docs

33
docs citations

33
times ranked

1202
citing authors

#	ARTICLE	IF	CITATIONS
1	Algorithm-Based Advertising: Unintended Effects and the Tricky Business of Mitigating Adverse Outcomes. NIM Marketing Intelligence Review, 2021, 13, 24-29.	0.6	0
2	The Effect of Individual Online Reviews on Purchase Likelihood. Marketing Science, 2021, 40, 708-730.	4.1	37
3	Algorithmic Bias? An Empirical Study of Apparent Gender-Based Discrimination in the Display of STEM Career Ads. Management Science, 2019, 65, 2966-2981.	4.1	389
4	Advertising to Early Trend Propagators: Evidence from Twitter. Marketing Science, 2018, 37, 177-199.	4.1	47
5	Cashback Is Cash Forward: Delaying a Discount to Entice Future Spending. Journal of Marketing Research, 2018, 55, 852-868.	4.8	36
6	Pricing Services Online, Economics of. , 2018, , 10721-10727.		1
7	Fee or Free: When Should Firms Charge for Online Content?. Management Science, 2017, 63, 1150-1165.	4.1	72
8	Time preferences and the pricing of complementary durables and consumables. International Journal of Research in Marketing, 2017, 34, 813-828.	4.2	8
9	Field Experiments in Marketing. SSRN Electronic Journal, 2015, , .	0.4	6
10	Price Promotion for Emotional Impact. Journal of Marketing, 2014, 78, 80-96.	11.3	105
11	How do firms make money selling digital goods online?. Marketing Letters, 2014, 25, 331-341.	2.9	99
12	When Does Retargeting Work? Information Specificity in Online Advertising. Journal of Marketing Research, 2013, 50, 561-576.	4.8	353
13	Pricing Online Content: Fee or Free?. SSRN Electronic Journal, 2013, , .	0.4	7
14	When Does Retargeting Work? Information Specificity in Online Advertising. Journal of Marketing Research, 2013, 50, 561-576.	4.8	193
15	Pricing Services Online, Economics of. , 2013, , 1-8.		1
16	When Talk is "Free": The Effect of Tariff Structure on Usage under Two- and Three-Part Tariffs. Journal of Marketing Research, 2012, 49, 882-899.	4.8	69
17	Paying with Money or Effort: Pricing When Customers Anticipate Hassle. Journal of Marketing Research, 2012, 49, 66-82.	4.8	26
18	Price discrimination in service industries. Marketing Letters, 2012, 23, 423-438.	2.9	37

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19	Paying with Money or with Effort: Pricing When Customers Anticipate Hassle. SSRN Electronic Journal, 2011, , .	0.4	1
20	Stuck in the Adoption Funnel: The Effect of Interruptions in the Adoption Process on Usage. Marketing Science, 2011, 30, 355-367.	4.1	38
21	Does Uncertainty Matter? Consumer Behavior Under Three-Part Tariffs. Marketing Science, 2007, 26, 698-710.	4.1	195
22	Paying Too Much and Being Happy about It: Existence, Causes, and Consequences of Tariff-Choice Biases. Journal of Marketing Research, 2006, 43, 212-223.	4.8	305
23	When Talk is 'Free': The Effect of Tariff Structure on Usage under Two- and Three-Part Tariffs. SSRN Electronic Journal, 0, , .	0.4	7
24	Cashback is Cash Forward: Delaying a Discount to Increase Future Spending. SSRN Electronic Journal, 0, , .	0.4	8
25	Can Big Data Protect a Firm from Competition?. SSRN Electronic Journal, 0, , .	0.4	54
26	The Negative Effect of Tensile Promotions in Digital Marketing Communications. SSRN Electronic Journal, 0, , .	0.4	1
27	Spillover Effects and Freemium Strategy in Mobile App Market. SSRN Electronic Journal, 0, , .	0.4	6
28	Cashback is Cash Forward: Delaying a Discount to Entice Future Spending. Journal of Marketing Research, 0, , .	4.8	3
29	Time Preferences and the Pricing of Complementary Durables and Consumables. SSRN Electronic Journal, 0, , .	0.4	1
30	How Do Firms Make Money Online?. SSRN Electronic Journal, 0, , .	0.4	6
31	Apparent Algorithmic Bias and Algorithmic Learning. SSRN Electronic Journal, 0, , .	0.4	2