

# Jinhong Xie

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/951680/publications.pdf>

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9  
papers

2,167  
citations

1477746

6  
h-index

1719596

7  
g-index

9  
all docs

9  
docs citations

9  
times ranked

1613  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Fateful First Consumer Review. <i>Marketing Science</i> , 2021, 40, 481-507.	2.7	20
2	Does doing good lead to doing better in emerging markets? Stock market responses to the SRI index announcements in Brazil, China, and South Africa. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 966-986.	7.2	22
3	Bad Greenwashing, Good Greenwashing: Corporate Social Responsibility and Information Transparency. <i>Management Science</i> , 2020, 66, 3095-3112.	2.4	158
4	Multiple Winner Award Rules in Online Procurement Auctions. <i>Production and Operations Management</i> , 2019, 28, 2533-2551.	2.1	6
5	Failure to Complete Cross-Border M&As: To vs. From Emerging Markets. <i>Journal of International Business Studies</i> , 2016, 47, 1077-1105.	4.6	107
6	Intra-Standard Competition: The Joint Impact of an Installed-User Base and a Supporting-Firm Base in Markets with Network Effects. <i>Customer Needs and Solutions</i> , 2016, 3, 159-174.	0.5	0
7	Online Social Interactions: A Natural Experiment on Word of Mouth versus Observational Learning. <i>Journal of Marketing Research</i> , 2011, 48, 238-254.	3.0	522
8	Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix. <i>Management Science</i> , 2008, 54, 477-491.	2.4	1,327
9	Managing Reference Group Effects in Sequential Product Upgrades. <i>Production and Operations Management</i> , 0, , .	2.1	5