

Catherine E Tucker

List of Publications by Year in descending order

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Version: 2024-02-01

105
papers

7,788
citations

147801

31
h-index

85541

71
g-index

117
all docs

117
docs citations

117
times ranked

3419
citing authors

#	ARTICLE	IF	CITATIONS
1	Digital Economics. <i>Journal of Economic Literature</i> , 2019, 57, 3-43.	6.5	851
2	Online Display Advertising: Targeting and Obtrusiveness. <i>Marketing Science</i> , 2011, 30, 389-404.	4.1	598
3	Social Networks, Personalized Advertising, and Privacy Controls. <i>Journal of Marketing Research</i> , 2014, 51, 546-562.	4.8	556
4	Privacy Regulation and Online Advertising. <i>Management Science</i> , 2011, 57, 57-71.	4.1	479
5	Algorithmic Bias? An Empirical Study of Apparent Gender-Based Discrimination in the Display of STEM Career Ads. <i>Management Science</i> , 2019, 65, 2966-2981.	4.1	389
6	When Does Retargeting Work? Information Specificity in Online Advertising. <i>Journal of Marketing Research</i> , 2013, 50, 561-576.	4.8	353
7	How Does Popularity Information Affect Choices? A Field Experiment. <i>Management Science</i> , 2011, 57, 828-842.	4.1	256
8	Privacy Protection and Technology Diffusion: The Case of Electronic Medical Records. <i>Management Science</i> , 2009, 55, 1077-1093.	4.1	240
9	Identifying Formal and Informal Influence in Technology Adoption with Network Externalities. <i>Management Science</i> , 2008, 54, 2024-2038.	4.1	207
10	Shifts in Privacy Concerns. <i>American Economic Review</i> , 2012, 102, 349-353.	8.5	197
11	Modeling social interactions: Identification, empirical methods and policy implications. <i>Marketing Letters</i> , 2008, 19, 287-304.	2.9	193
12	When Does Retargeting Work? Information Specificity in Online Advertising. <i>Journal of Marketing Research</i> , 2013, 50, 561-576.	4.8	193
13	Can Health Care Information Technology Save Babies?. <i>Journal of Political Economy</i> , 2011, 119, 289-324.	4.5	165
14	Active Social Media Management: The Case of Health Care. <i>Information Systems Research</i> , 2013, 24, 52-70.	3.7	151
15	Search Engine Advertising: Channel Substitution When Pricing Ads to Context. <i>Management Science</i> , 2011, 57, 458-470.	4.1	139
16	The economics of advertising and privacy. <i>International Journal of Industrial Organization</i> , 2012, 30, 326-329.	1.2	134
17	Health information exchange, system size and information silos. <i>Journal of Health Economics</i> , 2014, 33, 28-42.	2.7	129
18	Advertising Bans and the Substitutability of Online and Offline Advertising. <i>Journal of Marketing Research</i> , 2011, 48, 207-227.	4.8	120

#	ARTICLE	IF	CITATIONS
19	Growing Two-Sided Networks by Advertising the User Base: A Field Experiment. <i>Marketing Science</i> , 2010, 29, 805-814.	4.1	114
20	Consumer privacy and the future of data-based innovation and marketing. <i>International Journal of Research in Marketing</i> , 2020, 37, 466-480.	4.2	114
21	Privacy Regulation and Market Structure. <i>Journal of Economics and Management Strategy</i> , 2015, 24, 47-73.	0.8	110
22	Informational Challenges in Omnichannel Marketing: Remedies and Future Research. <i>Journal of Marketing</i> , 2021, 85, 103-120.	11.3	105
23	How Sales Taxes Affect Customer and Firm Behavior: The Role of Search on the Internet. <i>Journal of Marketing Research</i> , 2010, 47, 229-239.	4.8	93
24	Privacy and Innovation. <i>Innovation Policy and the Economy</i> , 2012, 12, 65-90.	4.7	91
25	Collusion by Algorithm: Does Better Demand Prediction Facilitate Coordination Between Sellers?. <i>Management Science</i> , 2019, 65, 1552-1561.	4.1	86
26	Paywalls and the demand for news. <i>Information Economics and Policy</i> , 2013, 25, 61-69.	3.5	80
27	The Reach and Persuasiveness of Viral Video Ads. <i>Marketing Science</i> , 2015, 34, 281-296.	4.1	70
28	Heterogeneity and the dynamics of technology adoption. <i>Quantitative Marketing and Economics</i> , 2012, 10, 63-109.	1.5	63
29	How Does the Use of Trademarks by Third-Party Sellers Affect Online Search?. <i>Marketing Science</i> , 2012, 31, 819-837.	4.1	60
30	Can Big Data Protect a Firm from Competition?. <i>SSRN Electronic Journal</i> , 0, , .	0.4	54
31	The effect of patent litigation and patent assertion entities on entrepreneurial activity. <i>Research Policy</i> , 2016, 45, 218-231.	6.4	50
32	Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads. <i>SSRN Electronic Journal</i> , 0, , .	0.4	48
33	Advertising to Early Trend Propagators: Evidence from Twitter. <i>Marketing Science</i> , 2018, 37, 177-199.	4.1	47
34	Government Surveillance and Internet Search Behavior. <i>SSRN Electronic Journal</i> , 0, , .	0.4	45
35	Days on market and home sales. <i>RAND Journal of Economics</i> , 2013, 44, 337-360.	2.3	44
36	When early adopters don't adopt. <i>Science</i> , 2017, 357, 135-136.	12.6	44

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37	Encryption and the loss of patient data. <i>Journal of Policy Analysis and Management</i> , 2011, 30, 534-556.	1.4	43
38	Content aggregation by platforms: The case of the news media. <i>Journal of Economics and Management Strategy</i> , 2017, 26, 782-805.	0.8	43
39	Privacy Protection, Personalized Medicine, and Genetic Testing. <i>Management Science</i> , 2018, 64, 4648-4668.	4.1	42
40	Digital Data, Platforms and the Usual [Antitrust] Suspects: Network Effects, Switching Costs, Essential Facility. <i>Review of Industrial Organization</i> , 2019, 54, 683-694.	0.7	40
41	Conducting Research in Marketing with Quasi-Experiments. <i>Journal of Marketing</i> , 2022, 86, 1-20.	11.3	40
42	Stuck in the Adoption Funnel: The Effect of Interruptions in the Adoption Process on Usage. <i>Marketing Science</i> , 2011, 30, 355-367.	4.1	38
43	Online advertising, behavioral targeting, and privacy. <i>Communications of the ACM</i> , 2011, 54, 25-27.	4.5	37
44	Social Networks, Personalized Advertising, and Privacy Controls. <i>SSRN Electronic Journal</i> , 0, , .	0.4	33
45	Paying with Money or Effort: Pricing When Customers Anticipate Hassle. <i>Journal of Marketing Research</i> , 2012, 49, 66-82.	4.8	26
46	Trademarks, Triggers, and Online Search. <i>Journal of Empirical Legal Studies</i> , 2014, 11, 718-750.	0.8	25
47	Harbingers of Failure. <i>Journal of Marketing Research</i> , 2015, 52, 580-592.	4.8	24
48	Social Advertising. <i>SSRN Electronic Journal</i> , 2012, , .	0.4	23
49	Conducting Research with Quasi-Experiments: A Guide for Marketers. <i>SSRN Electronic Journal</i> , 0, , .	0.4	23
50	Electronic Discovery and the Adoption of Information Technology. <i>Journal of Law, Economics, and Organization</i> , 2014, 30, 217-243.	1.5	22
51	Privacy Regulation and Online Advertising. <i>SSRN Electronic Journal</i> , 2010, , .	0.4	20
52	SUBSTITUTION BETWEEN OFFLINE AND ONLINE ADVERTISING MARKETS. <i>Journal of Competition Law and Economics</i> , 2011, 7, 37-44.	0.8	20
53	When does Retargeting Work? Timing Information Specificity. <i>SSRN Electronic Journal</i> , 2011, , .	0.4	19
54	Standardization and the Effectiveness of Online Advertising. <i>Management Science</i> , 2015, 61, 2707-2719.	4.1	19

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55	Privacy Protection and Technology Diffusion: The Case of Electronic Medical Records. SSRN Electronic Journal, 0, , .	0.4	18
56	Social Networks, Personalized Advertising, and Privacy Controls. Journal of Marketing Research, 2013, 50, 546-562.	4.8	14
57	Copyright, Digitization, and Aggregation. SSRN Electronic Journal, 0, , .	0.4	13
58	Patent Trolls and Technology Diffusion. SSRN Electronic Journal, 0, , .	0.4	13
59	How Does Pharmaceutical Advertising Affect Consumer Search?. SSRN Electronic Journal, 0, , .	0.4	13
60	How Effective Is Black-box Digital Consumer Profiling and Audience Delivery?: Evidence from Field Studies. SSRN Electronic Journal, 0, , .	0.4	12
61	Online Advertising. Advances in Computers, 2011, 81, 289-315.	1.6	9
62	Antitrust and Costless Verification: An Optimistic and a Pessimistic View of the Implications of Blockchain Technology. SSRN Electronic Journal, 2018, , .	0.4	9
63	Electronic Discovery and the Adoption of Information Technology. SSRN Electronic Journal, 0, , .	0.4	9
64	Economic and business dimensionsSearch engine advertising. Communications of the ACM, 2008, 51, 22-24.	4.5	8
65	Search Engine Advertising: Channel Substitution when Pricing Ads to Context. SSRN Electronic Journal, 0, , .	0.4	8
66	Should You Target Early Trend Propagators? Evidence from Twitter. SSRN Electronic Journal, 0, , .	0.4	8
67	Privacy Regulation and Market Structure. SSRN Electronic Journal, 0, , .	0.4	7
68	Rejoinderâ€”Implications of â€œOnline Display Advertising: Targeting and Obtrusivenessâ€• Marketing Science, 2011, 30, 413-415.	4.1	7
69	Frontiers of Health Policy: Digital Data and Personalized Medicine. Innovation Policy and the Economy, 2017, 17, 49-75.	4.7	7
70	The Digital Privacy Paradox: Small Money, Small Costs, Small Talk. SSRN Electronic Journal, 2017, , .	0.4	7
71	Field Experiments in Marketing. SSRN Electronic Journal, 2015, , .	0.4	6
72	Digital marketing. Handbook of Economics Marketing, 2019, 1, 259-290.	0.1	6

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73	Patent Trolls and Technology Diffusion. SSRN Electronic Journal, 0, , .	0.4	6
74	Standardization, Standards and Online Advertising. SSRN Electronic Journal, 2011, , .	0.4	5
75	Active Social Media Management: The Case of Health Care. SSRN Electronic Journal, 2012, , .	0.4	5
76	Privacy Protection, Personalized Medicine and Genetic Testing. SSRN Electronic Journal, 0, , .	0.4	5
77	Fake News and Advertising on Social Media: A Study of the Anti-Vaccination Movement. SSRN Electronic Journal, 0, , .	0.4	5
78	How Does the Use of Trademarks by Third-Party Sellers Affect Online Search?. SSRN Electronic Journal, 0, , .	0.4	4
79	Health Information Exchange, System Size and Information Silos. SSRN Electronic Journal, 2011, , .	0.4	4
80	Search Engines and Data Retention: Implications for Privacy and Antitrust. SSRN Electronic Journal, 2014, , .	0.4	4
81	Privacy and the Internet. Handbook of Media Economics, 2015, 1, 541-562.	0.3	4
82	How Do Restrictions on Advertising Affect Consumer Search?. Management Science, 0, , .	4.1	4
83	Ad Virality and Ad Persuasiveness. SSRN Electronic Journal, 2011, , .	0.4	3
84	Shifts in Privacy Concerns. SSRN Electronic Journal, 0, , .	0.4	3
85	The Surprising Breadth of Harbingers of Failure. Journal of Marketing Research, 2019, 56, 1034-1049.	4.8	3
86	Social Distancing, Internet Access and Inequality. SSRN Electronic Journal, 0, , .	0.4	3
87	Network Stability, Network Externalities, and Technology Adoption. Advances in Strategic Management, 2017, , 151-175.	0.1	2
88	Can Healthcare IT Save Babies?. SSRN Electronic Journal, 0, , .	0.4	2
89	Apparent Algorithmic Bias and Algorithmic Learning. SSRN Electronic Journal, 0, , .	0.4	2
90	Call for Papers"Management Science Special Issue on the Human-Algorithm Connection. Management Science, 2022, 68, 7-8.	4.1	2

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91	Heterogeneity and the Dynamics of Technology Adoption. SSRN Electronic Journal, 2011, , .	0.4	1
92	Trademarks, Triggers, and Online Search. SSRN Electronic Journal, 2013, , .	0.4	1
93	Seeding the S-Curve? The Role of Early Adopters in Diffusion. SSRN Electronic Journal, 2016, , .	0.4	1
94	Seeding the S-Curve? The Role of Early Adopters in Diffusion. SSRN Electronic Journal, 2016, , .	0.4	1
95	The Negative Effect of Tensile Promotions in Digital Marketing Communications. SSRN Electronic Journal, 0, , .	0.4	1
96	Digital Data, Platforms and the Usual [Antitrust] Suspects: Network Effects, Switching Costs, Essential Facility. SSRN Electronic Journal, 2019, , .	0.4	1
97	Tradeoffs in Automated Political Advertising Regulation: Evidence from the COVID-19 Pandemic. SSRN Electronic Journal, 0, , .	0.4	1
98	Network Stability, Network Externalities and Technology Adoption. SSRN Electronic Journal, 2011, , .	0.4	0
99	Encryption and the Loss of Patient Data. SSRN Electronic Journal, 2011, , .	0.4	0
100	Income Inequality and Digital Advertising Strategies: Evidence from a Field Experiment. SSRN Electronic Journal, 2017, , .	0.4	0
101	Algorithm-Based Advertising: Unintended Effects and the Tricky Business of Mitigating Adverse Outcomes. NIM Marketing Intelligence Review, 2021, 13, 24-29.	0.6	0
102	Substitution between Offline and Online Advertising Markets. SSRN Electronic Journal, 0, , .	0.4	0
103	Health IT and Ambulatory Care Quality. SSRN Electronic Journal, 0, , .	0.4	0
104	Health IT and Ambulatory Care Quality. SSRN Electronic Journal, 0, , .	0.4	0
105	Certification Intermediaries: Evidence from the Medical Device Industry. Proceedings - Academy of Management, 2016, 2016, 14314.	0.1	0