

# Shibo Li

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10704986/publications.pdf>

Version: 2024-02-01

16  
papers

1,336  
citations

759233

12  
h-index

940533

16  
g-index

16  
all docs

16  
docs citations

16  
times ranked

940  
citing authors

#	ARTICLE	IF	CITATIONS
1	Modeling Online Browsing and Path Analysis Using Clickstream Data. <i>Marketing Science</i> , 2004, 23, 579-595.	4.1	440
2	Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services. <i>Journal of Marketing Research</i> , 2005, 42, 233-239.	4.8	204
3	Cross-Selling the Right Product to the Right Customer at the Right Time. <i>Journal of Marketing Research</i> , 2011, 48, 683-700.	4.8	123
4	Internet Auction Features as Quality Signals. <i>Journal of Marketing</i> , 2009, 73, 75-92.	11.3	115
5	An Examination of Social Influence on Shopper Behavior Using Video Tracking Data. <i>Journal of Marketing</i> , 2014, 78, 24-41.	11.3	108
6	Internet Auction Features as Quality Signals. <i>Journal of Marketing</i> , 2009, 73, 75-92.	11.3	87
7	Learning User Real-Time Intent for Optimal Dynamic Web Page Transformation. <i>Information Systems Research</i> , 2015, 26, 339-359.	3.7	51
8	“Adaptive” learning and “proactive” customer relationship management. <i>Journal of Interactive Marketing</i> , 2006, 20, 82-96.	6.2	45
9	Signaling Quality Through Specialization. <i>Marketing Science</i> , 2008, 27, 168-184.	4.1	44
10	National response strategies and marketing innovations during the COVID-19 pandemic. <i>Business Horizons</i> , 2021, 64, 295-306.	5.2	35
11	Herding in the consumption and purchase of digital goods and moderators of the herding bias. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 460-478.	11.2	30
12	Understanding Responses to Contradictory Information About Products. <i>Marketing Science</i> , 2011, 30, 1098-1114.	4.1	17
13	Modeling the effects of dynamic group influence on shopper zone choice, purchase conversion, and spending. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 1089-1107.	11.2	14
14	Explaining article influence: capturing article citability and its dynamic effects. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 52-72.	11.2	9
15	From cultural entrepreneurship to economic entrepreneurship in cultural industries: The role of digital serialization. <i>Journal of Business Venturing</i> , 2021, 36, 106157.	6.3	7
16	Impact of different types of in-store displays on consumer purchase behavior. <i>Journal of Retailing</i> , 2022, 98, 432-452.	6.2	7