

# 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  | Impact of different types of in-store displays on consumer purchase behavior. <i>Journal of Retailing</i> , 2022, 98, 432-452.   | 6.2  | 7         |
| 2  | National response strategies and marketing innovations during the COVID-19 pandemic. <i>Business Horizons</i> , 2021, 64, 295-306.   | 5.2  | 35        |
| 3  | 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         |
| 4  | 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        |
| 5  | 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        |
| 6  | Learning User Real-Time Intent for Optimal Dynamic Web Page Transformation. <i>Information Systems Research</i> , 2015, 26, 339-359.   | 3.7  | 51        |
| 7  | 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         |
| 8  | An Examination of Social Influence on Shopper Behavior Using Video Tracking Data. <i>Journal of Marketing</i> , 2014, 78, 24-41.   | 11.3 | 108       |
| 9  | Understanding Responses to Contradictory Information About Products. <i>Marketing Science</i> , 2011, 30, 1098-1114.   | 4.1  | 17        |
| 10 | 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       |
| 11 | Internet Auction Features as Quality Signals. <i>Journal of Marketing</i> , 2009, 73, 75-92.   | 11.3 | 115       |
| 12 | Internet Auction Features as Quality Signals. <i>Journal of Marketing</i> , 2009, 73, 75-92.   | 11.3 | 87        |
| 13 | Signaling Quality Through Specialization. <i>Marketing Science</i> , 2008, 27, 168-184.  | 4.1  | 44        |
| 14 | “Adaptive” learning and “proactive” customer relationship management. <i>Journal of Interactive Marketing</i> , 2006, 20, 82-96.   | 6.2  | 45        |
| 15 | Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services. <i>Journal of Marketing Research</i> , 2005, 42, 233-239.                                  | 4.8  | 204       |
| 16 | Modeling Online Browsing and Path Analysis Using Clickstream Data. <i>Marketing Science</i> , 2004, 23, 579-595.   | 4.1  | 440       |