

# Wendy W Moe

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11149357/publications.pdf>

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34  
papers

4,008  
citations

430874

18  
h-index

642732

23  
g-index

34  
all docs

34  
docs citations

34  
times ranked

2526  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Value of Social Dynamics in Online Product Ratings Forums. Journal of Marketing Research, 2011, 48, 444-456.	4.8	521
2	Online Product Opinions: Incidence, Evaluation, and Evolution. Marketing Science, 2012, 31, 372-386.	4.1	467
3	Dynamic Conversion Behavior at E-Commerce Sites. Management Science, 2004, 50, 326-335.	4.1	421
4	On the Depth and Dynamics of Online Search Behavior. Management Science, 2004, 50, 299-308.	4.1	420
5	Uniting the Tribes: Using Text for Marketing Insight. Journal of Marketing, 2020, 84, 1-25.	11.3	378
6	Buying, Searching, or Browsing: Differentiating Between Online Shoppers Using In-Store Navigational Clickstream. Journal of Consumer Psychology, 2003, 13, 29-39.	4.5	291
7	Listening in on Social Media: A Joint Model of Sentiment and Venue Format Choice. Journal of Marketing Research, 2014, 51, 387-402.	4.8	246
8	Inertial Disruption: The Impact of a New Competitive Entrant on Online Consumer Search. Journal of Marketing, 2009, 73, 109-121.	11.3	227
9	Capturing evolving visit behavior in clickstream data. Journal of Interactive Marketing, 2004, 18, 5-19.	6.2	172
10	Fast-Track: Article Using Advance Purchase Orders to Forecast New Product Sales. Marketing Science, 2002, 21, 347-364.	4.1	142
11	An Empirical Two-Stage Choice Model with Varying Decision Rules Applied to Internet Clickstream Data. Journal of Marketing Research, 2006, 43, 680-692.	4.8	120
12	Online Display Advertising: Modeling the Effects of Multiple Creatives and Individual Impression Histories. Marketing Science, 2013, 32, 753-767.	4.1	113
13	Modeling the role of message content and influencers in social media rebroadcasting. International Journal of Research in Marketing, 2017, 34, 100-119.	4.2	108
14	Binge Watching and Advertising. Journal of Marketing, 2016, 80, 1-19.	11.3	95
15	Modeling Hedonic Portfolio Products: A Joint Segmentation Analysis of Music Compact Disc Sales. Journal of Marketing Research, 2001, 38, 376-385.	4.8	80
16	Opportunities for Innovation in Social Media Analytics. Journal of Product Innovation Management, 2017, 34, 697-702.	9.5	71
17	A field experiment to assess the interruption effect of pop-up promotions. Journal of Interactive Marketing, 2006, 20, 34-44.	6.2	42
18	The Role of Price Tiers in Advance Purchasing of Event Tickets. Journal of Service Research, 2009, 12, 73-86.	12.2	21

#	ARTICLE	IF	CITATIONS
19	Online Product Opinions: Incidence, Evaluation and Evolution. SSRN Electronic Journal, 2011, , .	0.4	21
20	The effects of installed base innovativeness and recency on content sales in a platform-mediated market. International Journal of Research in Marketing, 2016, 33, 246-260.	4.2	13
21	Social Media Intelligence: Measuring Brand Sentiment from Online Conversations. SSRN Electronic Journal, 0, , .	0.4	12
22	Social Media Analytics. Profiles in Operations Research, 2017, , 483-504.	0.4	10
23	Measuring the Value of Social Dynamics in Online Product Ratings Forums. SSRN Electronic Journal, 0, , .	0.4	8
24	Positive, Negative or Not at All? What Drives Consumers to Post (Accurate) Product Reviews?. NIM Marketing Intelligence Review, 2013, 5, 8-12.	0.6	3
25	The Discontinuous Diffusion of User-Generated Content. SSRN Electronic Journal, 0, , .	0.4	2
26	Online Advertising Response Models: Incorporating Multiple Creatives and Impression Histories. SSRN Electronic Journal, 2011, , .	0.4	1
27	Drivers of Social Media Rebroadcasting: Investigating the Role of Message Content and Influencers. SSRN Electronic Journal, 0, , .	0.4	1
28	Measuring Brand Favorability Using Large-Scale Social Media Data. SSRN Electronic Journal, 2017, , .	0.4	1
29	The Role of Price Tiers in Advance Purchasing of Event Tickets. SSRN Electronic Journal, 0, , .	0.4	1
30	Fundamentals of Opinion Formation. , 0, , 18-34.		0
31	The Social Effect of Strangers. , 0, , 53-66.		0
32	Opinion Ecosystems and the Evolution Within. , 0, , 69-88.		0
33	Managing Social Media Communities for Better Social Media Intelligence. , 0, , 109-127.		0
34	The Effects of Platform and Consumer Lifecycles on Content Sales in a Platform-Mediated Market. SSRN Electronic Journal, 0, , .	0.4	0