

# Wendy W Moe

## List of Publications by Year in descending order

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

Version: 2024-02-01

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	Uniting the Tribes: Using Text for Marketing Insight. <i>Journal of Marketing</i> , 2020, 84, 1-25.	11.3	378
2	Opportunities for Innovation in Social Media Analytics. <i>Journal of Product Innovation Management</i> , 2017, 34, 697-702.	9.5	71
3	Modeling the role of message content and influencers in social media rebroadcasting. <i>International Journal of Research in Marketing</i> , 2017, 34, 100-119.	4.2	108
4	Measuring Brand Favorability Using Large-Scale Social Media Data. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	1
5	Social Media Analytics. <i>Profiles in Operations Research</i> , 2017, , 483-504.	0.4	10
6	Binge Watching and Advertising. <i>Journal of Marketing</i> , 2016, 80, 1-19.	11.3	95
7	The effects of installed base innovativeness and recency on content sales in a platform-mediated market. <i>International Journal of Research in Marketing</i> , 2016, 33, 246-260.	4.2	13
8	Listening in on Social Media: A Joint Model of Sentiment and Venue Format Choice. <i>Journal of Marketing Research</i> , 2014, 51, 387-402.	4.8	246
9	Online Display Advertising: Modeling the Effects of Multiple Creatives and Individual Impression Histories. <i>Marketing Science</i> , 2013, 32, 753-767.	4.1	113
10	Positive, Negative or Not at All? What Drives Consumers to Post (Accurate) Product Reviews?. <i>NIM Marketing Intelligence Review</i> , 2013, 5, 8-12.	0.6	3
11	Online Product Opinions: Incidence, Evaluation, and Evolution. <i>Marketing Science</i> , 2012, 31, 372-386.	4.1	467
12	Online Advertising Response Models: Incorporating Multiple Creatives and Impression Histories. <i>SSRN Electronic Journal</i> , 2011, , .	0.4	1
13	Online Product Opinions: Incidence, Evaluation and Evolution. <i>SSRN Electronic Journal</i> , 2011, , .	0.4	21
14	The Value of Social Dynamics in Online Product Ratings Forums. <i>Journal of Marketing Research</i> , 2011, 48, 444-456.	4.8	521
15	Inertial Disruption: The Impact of a New Competitive Entrant on Online Consumer Search. <i>Journal of Marketing</i> , 2009, 73, 109-121.	11.3	227
16	The Role of Price Tiers in Advance Purchasing of Event Tickets. <i>Journal of Service Research</i> , 2009, 12, 73-86.	12.2	21
17	A field experiment to assess the interruption effect of pop-up promotions. <i>Journal of Interactive Marketing</i> , 2006, 20, 34-44.	6.2	42
18	An Empirical Two-Stage Choice Model with Varying Decision Rules Applied to Internet Clickstream Data. <i>Journal of Marketing Research</i> , 2006, 43, 680-692.	4.8	120

#	ARTICLE	IF	CITATIONS
19	On the Depth and Dynamics of Online Search Behavior. <i>Management Science</i> , 2004, 50, 299-308.	4.1	420
20	Capturing evolving visit behavior in clickstream data. <i>Journal of Interactive Marketing</i> , 2004, 18, 5-19.	6.2	172
21	Dynamic Conversion Behavior at E-Commerce Sites. <i>Management Science</i> , 2004, 50, 326-335.	4.1	421
22	Buying, Searching, or Browsing: Differentiating Between Online Shoppers Using In-Store Navigational Clickstream. <i>Journal of Consumer Psychology</i> , 2003, 13, 29-39.	4.5	291
23	Fast-Track: Article Using Advance Purchase Orders to Forecast New Product Sales. <i>Marketing Science</i> , 2002, 21, 347-364.	4.1	142
24	Modeling Hedonic Portfolio Products: A Joint Segmentation Analysis of Music Compact Disc Sales. <i>Journal of Marketing Research</i> , 2001, 38, 376-385.	4.8	80
25	Measuring the Value of Social Dynamics in Online Product Ratings Forums. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8
26	Social Media Intelligence: Measuring Brand Sentiment from Online Conversations. <i>SSRN Electronic Journal</i> , 0, , .	0.4	12
27	Drivers of Social Media Rebroadcasting: Investigating the Role of Message Content and Influencers. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
28	Fundamentals of Opinion Formation. , 0, , 18-34.		0
29	The Social Effect of Strangers. , 0, , 53-66.		0
30	Opinion Ecosystems and the Evolution Within. , 0, , 69-88.		0
31	Managing Social Media Communities for Better Social Media Intelligence. , 0, , 109-127.		0
32	The Discontinuous Diffusion of User-Generated Content. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
33	The Role of Price Tiers in Advance Purchasing of Event Tickets. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
34	The Effects of Platform and Consumer Lifecycles on Content Sales in a Platform-Mediated Market. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0