

Stephan Ludwig

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11221207/publications.pdf>

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15
papers

1,653
citations

933447

10
h-index

1199594

12
g-index

15
all docs

15
docs citations

15
times ranked

1101
citing authors

#	ARTICLE	IF	CITATIONS
1	More than Words: The Influence of Affective Content and Linguistic Style Matches in Online Reviews on Conversion Rates. <i>Journal of Marketing</i> , 2013, 77, 87-103.	11.3	519
2	Uniting the Tribes: Using Text for Marketing Insight. <i>Journal of Marketing</i> , 2020, 84, 1-25.	11.3	378
3	Cutting through Content Clutter: How Speech and Image Acts Drive Consumer Sharing of Social Media Brand Messages. <i>Journal of Consumer Research</i> , 2019, 45, 988-1012.	5.1	181
4	Detecting, Preventing, and Mitigating Online Firestorms in Brand Communities. <i>Journal of Marketing</i> , 2019, 83, 1-21.	11.3	178
5	Unveiling What Is Written in the Stars: Analyzing Explicit, Implicit, and Discourse Patterns of Sentiment in Social Media. <i>Journal of Consumer Research</i> , 2017, 43, 875-894.	5.1	170
6	Take Their Word for It: The Symbolic Role of Linguistic Style Matches in User Communities. <i>MIS Quarterly: Management Information Systems</i> , 2014, 38, 1201-1217.	4.2	54
7	The Future of Digital Communication Research: Considering Dynamics and Multimodality. <i>Journal of Retailing</i> , 2022, 98, 224-240.	6.2	41
8	Untangling a Web of Lies: Exploring Automated Detection of Deception in Computer-Mediated Communication. <i>Journal of Management Information Systems</i> , 2016, 33, 511-541.	4.3	37
9	What Happens in Vegas Stays on TripAdvisor? A Theory and Technique to Understand Narrativity in Consumer Reviews. <i>Journal of Consumer Research</i> , 0, , .	5.1	30
10	Decoding social media speak: developing a speech act theory research agenda. <i>Journal of Consumer Marketing</i> , 2016, 33, 124-134.	2.3	28
11	Communication in the Gig Economy: Buying and Selling in Online Freelance Marketplaces. <i>Journal of Marketing</i> , 2022, 86, 141-161.	11.3	25
12	Writing for Impact in Service Research. <i>Journal of Service Research</i> , 0, , 109467052110247.	12.2	5
13	The market value of rhetorical signals in technology licensing contracts. <i>Industrial Marketing Management</i> , 2022, 105, 489-501.	6.7	4
14	Unweaving a Tangled Web: Exploring Automated Detection of Deception Cues in Online Claims within B2B Incentive Programs. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
15	Reviewing the Review: A Text Analysis of Why Experience Reviews Receive Positive Feedback. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	1