Stephan Ludwig

List of Publications by Year
in descending order

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