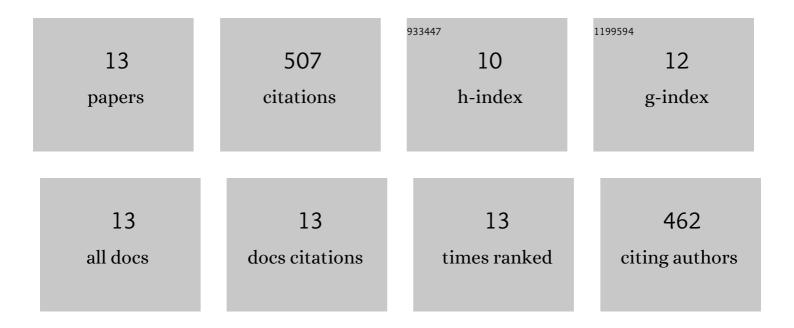


List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11563041/publications.pdf Version: 2024-02-01



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#	Article	IF	CITATIONS
1	Leveraging Trends in Online Searches for Product Features in Market Response Modeling. Journal of Marketing, 2015, 79, 29-43.	11.3	85
2	A Learning-Based Model for Imputing Missing Levels in Partial Conjoint Profiles. Journal of Marketing Research, 2004, 41, 369-381.	4.8	80
3	Decomposing the Impact of Advertising: Augmenting Sales with Online Search Data. Journal of Marketing Research, 2014, 51, 300-319.	4.8	77
4	An Analysis of Real World TV Advertising Tests: A 15-Year Update. Journal of Advertising Research, 2007, 47, 341-353.	2.1	69
5	Managing Product Variety and Collocation in a Competitive Environment: An Empirical Investigation of Consumer Electronics Retailing. Management Science, 2011, 57, 1009-1024.	4.1	59
6	Context-Dependent Product Evaluations: An Empirical Analysis of Internet Book Reviews. Journal of Interactive Marketing, 2011, 25, 123-133.	6.2	47
7	Responses to rival exit: Product variety, market expansion, and preexisting market structure. Strategic Management Journal, 2019, 40, 253-276.	7.3	23
8	The effect of experience on Internet auction bidding dynamics. Marketing Letters, 2009, 20, 245-261.	2.9	19
9	Modeling Behavioral Regularities of Consumer Learning in Conjoint Analysis. Journal of Marketing Research, 2004, 41, 392-396.	4.8	15
10	An Update of Real-World TV Advertising Tests. Journal of Advertising Research, 2009, 49, 201-206.	2.1	13
11	Uncovering Patterns of Product Co-consideration: A Case Study of Online Vehicle Price Quote Request Data. Journal of Interactive Marketing, 2018, 42, 1-17.	6.2	10
12	Herding Among Retail Shoppers: the Case of Television Shopping Network. Customer Needs and Solutions, 2021, 8, 27-40.	0.8	9
13	An Integrated Procedure to Pretest and Select Advertising Campaigns for TV. Customer Needs and Solutions, 2016, 3, 81-93.	0.8	1