

Ye Hu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11563041/publications.pdf>

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13
papers

507
citations

933447

10
h-index

1199594

12
g-index

13
all docs

13
docs citations

13
times ranked

462
citing authors

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