

# Jingjing Li

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11820188/publications.pdf>

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2258059

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208  
citing authors

#	ARTICLE	IF	CITATIONS
1	Advanced Customer Analytics: Strategic Value Through Integration of Relationship-Oriented Big Data. Journal of Management Information Systems, 2018, 35, 540-574.	4.3	154
2	Path to Purpose? How Online Customer Journeys Differ for Hedonic Versus Utilitarian Purchases. Journal of Marketing, 2020, 84, 127-146.	11.3	71
3	Don't Mention It? Analyzing User-Generated Content Signals for Early Adverse Event Warnings. Information Systems Research, 2019, 30, 1007-1028.	3.7	32