

Jingjing Li

List of Publications by Year in descending order

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

Version: 2024-02-01

3
papers

257
citations

2258059

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2550090

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3
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3
docs citations

3
times ranked

208
citing authors

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