

Barak Libai

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11877008/publications.pdf>

Version: 2024-02-01

32
papers

6,136
citations

236925

25
h-index

414414

32
g-index

35
all docs

35
docs citations

35
times ranked

3928
citing authors

#	ARTICLE	IF	CITATIONS
1	Talk of the Network: A Complex Systems Look at the Underlying Process of Word-of-Mouth. <i>Marketing Letters</i> , 2001, 12, 211-223.	2.9	1,486
2	Riding the Saddle: How Cross-Market Communications Can Create a Major Slump in Sales. <i>Journal of Marketing</i> , 2002, 66, 1-16.	11.3	1,063
3	The Firm's Management of Social Interactions. <i>Marketing Letters</i> , 2005, 16, 415-428.	2.9	469
4	Customer-to-Customer Interactions: Broadening the Scope of Word of Mouth Research. <i>Journal of Service Research</i> , 2010, 13, 267-282.	12.2	462
5	Customer Referral Management: Optimal Reward Programs. <i>Marketing Science</i> , 2001, 20, 82-95.	4.1	244
6	Social Effects on Customer Retention. <i>Journal of Marketing</i> , 2011, 75, 24-38.	11.3	225
7	Decomposing the Value of Word-of-Mouth Seeding Programs: Acceleration versus Expansion. <i>Journal of Marketing Research</i> , 2013, 50, 161-176.	4.8	217
8	The chilling effects of network externalities. <i>International Journal of Research in Marketing</i> , 2010, 27, 4-15.	4.2	194
9	Quantifying the Ripple: Word-of-Mouth and Advertising Effectiveness. <i>Journal of Advertising Research</i> , 2004, 44, 271-280.	2.1	175
10	The NPV of bad news. <i>International Journal of Research in Marketing</i> , 2007, 24, 186-200.	4.2	171
11	From Density to Destiny: Using Spatial Dimension of Sales Data for Early Prediction of New Product Success. <i>Marketing Science</i> , 2004, 23, 419-428.	4.1	138
12	The Diffusion of Services. <i>Journal of Marketing Research</i> , 2009, 46, 163-175.	4.8	131
13	Brave New World? On AI and the Management of Customer Relationships. <i>Journal of Interactive Marketing</i> , 2020, 51, 44-56.	6.2	128
14	The Role of Within-Brand and Cross-Brand Communications in Competitive Growth. <i>Journal of Marketing</i> , 2009, 73, 19-34.	11.3	110
15	Targeting Revenue Leaders for a New Product. <i>Journal of Marketing</i> , 2013, 77, 65-80.	11.3	93
16	In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions. <i>Customer Needs and Solutions</i> , 2018, 5, 65-81.	0.8	89
17	The role of seeding in multi-market entry. <i>International Journal of Research in Marketing</i> , 2005, 22, 375-393.	4.2	68
18	Seeding as Part of the Marketing Mix: Word-of-Mouth Program Interactions for Fast-Moving Consumer Goods. <i>Journal of Marketing</i> , 2019, 83, 62-81.	11.3	61

#	ARTICLE	IF	CITATIONS
19	Seeding, Referral, and Recommendation. <i>California Management Review</i> , 2017, 59, 68-91.	6.3	54
20	The Role of Within-Brand and Cross-Brand Communications in Competitive Growth. <i>Journal of Marketing</i> , 2009, 73, 19-34.	11.3	51
21	On the monetization of mobile apps. <i>International Journal of Research in Marketing</i> , 2020, 37, 93-107.	4.2	45
22	The Network Value of Products. <i>Journal of Marketing</i> , 2013, 77, 1-14.	11.3	43
23	How consumer digital signals are reshaping the customer journey. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1257-1276.	11.2	30
24	Invited Commentary "Why Does Poor Service Prevail?". <i>Marketing Science</i> , 2006, 25, 601-603.	4.1	28
25	The chilling effects of network externalities: Perspectives and conclusions. <i>International Journal of Research in Marketing</i> , 2010, 27, 22-24.	4.2	12
26	Inevitably reborn: The reawakening of extinct innovations. <i>Technological Forecasting and Social Change</i> , 2004, 71, 881-896.	11.6	11
27	Can You See the Chasm?. <i>Review of Marketing Research</i> , 2009, , 38-57.	0.2	7
28	MÃ©dias sociaux et entreprise, une route pleine de dÃ©fis Commentaires invitÃ©s. <i>Recherche Et Applications En Marketing</i> , 2011, 26, 117-124.	0.5	5
29	If You Go, I Will Follow Social Effects on the Decision to Terminate a Service. <i>GfK Marketing Intelligence Review</i> , 2013, 5, 40-45.	0.4	4
30	In Pursuit of Enhanced Customer Retention Management. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
31	The Growth and Equity of Competitive Services. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
32	Assessing Value in Product Networks. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0