

Olivier Toubia

List of Publications by Year in descending order

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Version: 2024-02-01

38
papers

2,988
citations

304743

22
h-index

395702

33
g-index

39
all docs

39
docs citations

39
times ranked

1948
citing authors

#	ARTICLE	IF	CITATIONS
1	Deriving Value from Social Commerce Networks. <i>Journal of Marketing Research</i> , 2010, 47, 215-228.	4.8	649
2	Intrinsic vs. Image-Related Utility in Social Media: Why Do People Contribute Content to Twitter?. <i>Marketing Science</i> , 2013, 32, 368-392.	4.1	369
3	Idea Generation, Creativity, and Incentives. <i>Marketing Science</i> , 2006, 25, 411-425.	4.1	186
4	Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis. <i>Journal of Marketing Research</i> , 2004, 41, 116-131.	4.8	173
5	Fast Polyhedral Adaptive Conjoint Estimation. <i>Marketing Science</i> , 2003, 22, 273-303.	4.1	168
6	Dynamic Experiments for Estimating Preferences: An Adaptive Method of Eliciting Time and Risk Parameters. <i>Management Science</i> , 2013, 59, 613-640.	4.1	132
7	Disjunctions of Conjunctions, Cognitive Simplicity, and Consideration Sets. <i>Journal of Marketing Research</i> , 2010, 47, 485-496.	4.8	119
8	Explaining the power-law degree distribution in a social commerce network. <i>Social Networks</i> , 2009, 31, 262-270.	2.1	108
9	A Convex Optimization Approach to Modeling Consumer Heterogeneity in Conjoint Estimation. <i>Marketing Science</i> , 2007, 26, 805-818.	4.1	104
10	Beyond conjoint analysis: Advances in preference measurement. <i>Marketing Letters</i> , 2008, 19, 337-354.	2.9	102
11	Idea Generation, Creativity, and Prototypicality. <i>Marketing Science</i> , 2017, 36, 1-20.	4.1	87
12	Extracting Features of Entertainment Products: A Guided Latent Dirichlet Allocation Approach Informed by the Psychology of Media Consumption. <i>Journal of Marketing Research</i> , 2019, 56, 18-36.	4.8	79
13	Adaptive Idea Screening Using Consumers. <i>Marketing Science</i> , 2007, 26, 342-360.	4.1	74
14	A Bounded Rationality Model of Information Search and Choice in Preference Measurement. <i>Journal of Marketing Research</i> , 2015, 52, 166-183.	4.8	71
15	Probabilistic Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis: Theory and Application. <i>Marketing Science</i> , 2007, 26, 596-610.	4.1	66
16	Improving Online Idea Generation Platforms and Customizing the Task Structure on the Basis of Consumers' Domain-Specific Knowledge. <i>Journal of Marketing</i> , 2015, 79, 100-114.	11.3	65
17	A Semantic Approach for Estimating Consumer Content Preferences from Online Search Queries. <i>Marketing Science</i> , 2018, 37, 930-952.	4.1	63
18	The Impact of Utility Balance and Endogeneity in Conjoint Analysis. <i>Marketing Science</i> , 2005, 24, 498-507.	4.1	59

#	ARTICLE	IF	CITATIONS
19	Measuring Consumer Preferences Using Conjoint Poker. <i>Marketing Science</i> , 2012, 31, 138-156.	4.1	45
20	Eliciting Consumer Preferences Using Robust Adaptive Choice Questionnaires. <i>IEEE Transactions on Knowledge and Data Engineering</i> , 2008, 20, 145-155.	5.7	38
21	What's the Catch? Suspicion of Bank Motives and Sluggish Refinancing. <i>Review of Financial Studies</i> , 2019, 32, 467-495.	6.8	37
22	Research Note "On Managerially Efficient Experimental Designs. <i>Marketing Science</i> , 2007, 26, 851-858.	4.1	32
23	Attention, Information Processing, and Choice in Incentive-Aligned Choice Experiments. <i>Journal of Marketing Research</i> , 2018, 55, 783-800.	4.8	31
24	How quantifying the shape of stories predicts their success. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2021, 118, .	7.1	27
25	Improving Penetration Forecasts Using Social Interactions Data. <i>Management Science</i> , 2014, 60, 3049-3066.	4.1	26
26	Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Branding and Logo Design. <i>Marketing Science</i> , 2022, 41, 401-425.	4.1	22
27	The Silver Lining Effect: Formal Analysis and Experiments. <i>Management Science</i> , 2009, 55, 1832-1841.	4.1	21
28	Content-Based Model of Web Search Behavior: An Application to TV Show Search. <i>Management Science</i> , 2021, 67, 6378-6398.	4.1	13
29	Affect as an ordinal system of utility assessment. <i>Organizational Behavior and Human Decision Processes</i> , 2015, 131, 81-94.	2.5	10
30	Search query formation by strategic consumers. <i>Quantitative Marketing and Economics</i> , 2020, 18, 155-194.	1.5	5
31	Call for Papers "Marketing Science" Special Issue on Big Data: Integrating Marketing, Statistics, and Computer Science. <i>Marketing Science</i> , 2013, 32, 678-678.	4.1	4
32	Editorial: A New Chapter or a New Page for <i>Marketing Science</i> ?. <i>Marketing Science</i> , 2022, 41, 1-6.	4.1	2
33	The Future of Quantitative Marketing: Results of a Survey. <i>Customer Needs and Solutions</i> , 2015, 2, 5-18.	0.8	1
34	Attention, Information Processing and Choice in Incentive-Aligned Choice Experiments. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
35	The Summarization of Creative Content. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	0
36	How do Consumers Form Online Search Queries? The Importance of Activation Probabilities between Queries and Results. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0

#	ARTICLE	IF	CITATIONS
37	A Poisson Factorization Topic Model for the Study of Creative Documents (and Their Summaries). SSRN Electronic Journal, 0, , .	0.4	0
38	Content-Based Model of Web Search Behavior: An Application to TV Show Search. SSRN Electronic Journal, 0, , .	0.4	0