

Xi Zhang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12134023/publications.pdf>

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3
papers

250
citations

2258059

3
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

217
citing authors

#	ARTICLE	IF	CITATIONS
1	Modeling Customer Opt-In and Opt-Out in a Permission-Based Marketing Context. <i>Journal of Marketing Research</i> , 2014, 51, 403-419.	4.8	100
2	Regaining "Lost" Customers: The Predictive Power of First-Lifetime Behavior, the Reason for Defection, and the Nature of the Win-Back Offer. <i>Journal of Marketing</i> , 2015, 79, 34-55.	11.3	76
3	Dynamically Managing a Profitable Email Marketing Program. <i>Journal of Marketing Research</i> , 2017, 54, 851-866.	4.8	74