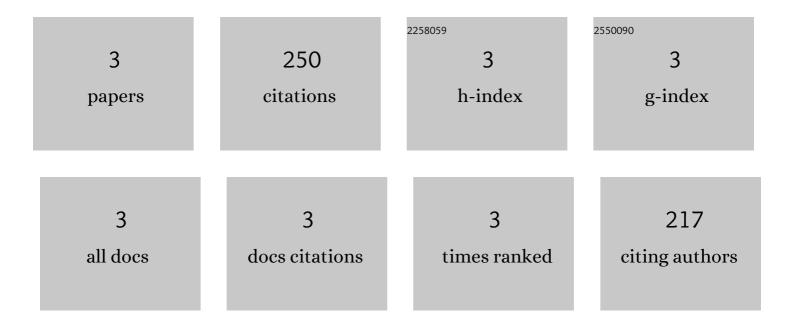
Xi Zhang

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/12134023/publications.pdf Version: 2024-02-01



YI 7HANC

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