

Pengyuan Wang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1767771/publications.pdf>

Version: 2024-02-01

12
papers

172
citations

1937685

4
h-index

1872680

6
g-index

12
all docs

12
docs citations

12
times ranked

144
citing authors

#	ARTICLE	IF	CITATIONS
1	Beyond Ranking. , 2016, , .		47
2	Fusing Aggregate and Disaggregate Data with an Application to Multiplatform Media Consumption. Journal of Marketing Research, 2013, 50, 348-364.	4.8	42
3	Serial Position Effects on Native Advertising Effectiveness: Differential Results Across Publisher and Advertiser Metrics. Journal of Marketing, 2019, 83, 82-97.	11.3	24
4	Robust Tree-based Causal Inference for Complex Ad Effectiveness Analysis. , 2015, , .		20
5	The cost of looking natural: Why the no-makeup movement may fail to discourage cosmetic use. Journal of the Academy of Marketing Science, 2022, 50, 324-337.	11.2	12
6	An efficient framework for online advertising effectiveness measurement and comparison. , 2014, , .		11
7	Meta-analyses using information reweighting: An application to online advertising. Quantitative Marketing and Economics, 2014, 12, 209-233.	1.5	6
8	Frontiers: Asymmetric Effects of Recreational Cannabis Legalization. Marketing Science, 0, , .	4.1	5
9	Robust Inferences from a Before-and-After Study with Multiple Unaffected Control Groups. Journal of Causal Inference, 2013, 1, 209-234.	1.2	3
10	What Size Should A Mobile Ad Be?. , 2015, , .		1
11	Can Emotions Be Used as Keywords for Text-Based, Search-Engine Advertising?. Journal of Interactive Advertising, 2021, 21, 159-172.	5.3	1
12	Rethink Targeting. , 2015, , .		0