

Oded Netzer

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2442168/publications.pdf>

Version: 2024-02-01

33
papers

3,079
citations

304743

22
h-index

434195

31
g-index

35
all docs

35
docs citations

35
times ranked

2246
citing authors

#	ARTICLE	IF	CITATIONS
1	Mine Your Own Business: Market-Structure Surveillance Through Text Mining. <i>Marketing Science</i> , 2012, 31, 521-543.	4.1	568
2	Uniting the Tribes: Using Text for Marketing Insight. <i>Journal of Marketing</i> , 2020, 84, 1-25.	11.3	378
3	A Hidden Markov Model of Customer Relationship Dynamics. <i>Marketing Science</i> , 2008, 27, 185-204.	4.1	323
4	MTurk Character Misrepresentation: Assessment and Solutions. <i>Journal of Consumer Research</i> , 2017, 44, 211-230.	5.1	246
5	Alternative Models for Capturing the Compromise Effect. <i>Journal of Marketing Research</i> , 2004, 41, 237-257.	4.8	240
6	Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability. <i>Marketing Science</i> , 2010, 29, 909-924.	4.1	123
7	When Words Sweat: Identifying Signals for Loan Default in the Text of Loan Applications. <i>Journal of Marketing Research</i> , 2019, 56, 960-980.	4.8	119
8	Beyond conjoint analysis: Advances in preference measurement. <i>Marketing Letters</i> , 2008, 19, 337-354.	2.9	102
9	Using Big Data as a window into consumers'™ psychology. <i>Current Opinion in Behavioral Sciences</i> , 2017, 18, 7-12.	3.9	99
10	Dynamic Targeted Pricing in B2B Relationships. <i>Marketing Science</i> , 2014, 33, 317-337.	4.1	90
11	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
12	Idea Generation, Creativity, and Prototypicality. <i>Marketing Science</i> , 2017, 36, 1-20.	4.1	87
13	The Polarity of Online Reviews: Prevalence, Drivers and Implications. <i>Journal of Marketing Research</i> , 2020, 57, 853-877.	4.8	77
14	Adaptive Self-Explication of Multiattribute Preferences. <i>Journal of Marketing Research</i> , 2011, 48, 140-156.	4.8	74
15	Extending Compromise Effect Models to Complex Buying Situations and Other Context Effects. <i>Journal of Marketing Research</i> , 2004, 41, 262-268.	4.8	72
16	Beyond the Target Customer: Social Effects of Customer Relationship Management Campaigns. <i>Journal of Marketing Research</i> , 2017, 54, 347-363.	4.8	59
17	Capturing Marketing Information to Fuel Growth. <i>Journal of Marketing</i> , 2021, 85, 163-183.	11.3	50
18	Complicating Choice. <i>Journal of Marketing Research</i> , 2011, 48, 308-326.	4.8	43

#	ARTICLE	IF	CITATIONS
19	Some Customers Would Rather Leave Without Saying Goodbye. <i>Marketing Science</i> , 2018, 37, 54-77.	4.1	41
20	The synthesis of preference: Bridging behavioral decision research and marketing science. <i>Journal of Consumer Psychology</i> , 2008, 18, 179-186.	4.5	37
21	The Functional Alibi. <i>Journal of the Association for Consumer Research</i> , 2016, 1, 479-496.	1.7	33
22	State-Dependence Effects in Surveys. <i>Marketing Science</i> , 2012, 31, 838-854.	4.1	26
23	An Empirical Study of National vs. Local Pricing by Chain Stores Under Competition. <i>Marketing Science</i> , 2018, 37, 812-837.	4.1	19
24	Dynamic learning in behavioral games: A hidden Markov mixture of experts approach. <i>Quantitative Marketing and Economics</i> , 2012, 10, 475-503.	1.5	17
25	Using text mining to analyze user forums. , 2008, , .		16
26	The Shape of Marketing Research in 2021. <i>Journal of Advertising Research</i> , 2011, 51, 213-221.	2.1	14
27	Hidden Markov Models in Marketing. <i>International Series in Quantitative Marketing</i> , 2017, , 405-449.	0.5	14
28	Complicating decisions: The work ethic heuristic and the construction of effortful decisions.. <i>Journal of Experimental Psychology: General</i> , 2016, 145, 807-829.	2.1	12
29	Call for Papersâ€™ <i>Marketing Science</i> Special Issue on Big Data: Integrating Marketing, Statistics, and Computer Science. <i>Marketing Science</i> , 2013, 32, 678-678.	4.1	4
30	Editorialâ€™Report of the Marketing Science Editorial Review Committee. <i>Marketing Science</i> , 2014, 33, 159-162.	4.1	4
31	Using Social Network Activity Data to Identify and Target Job Seekers. <i>Management Science</i> , 2022, 68, 3026-3046.	4.1	2
32	The Future of Quantitative Marketing: Results of a Survey. <i>Customer Needs and Solutions</i> , 2015, 2, 5-18.	0.8	1
33	Using Social Network Activity Data to Identify and Target Job Seekers. <i>SSRN Electronic Journal</i> , 2018, , .	0.4	0