

Oded Netzer

List of Publications by Year in descending order

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

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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	Using Social Network Activity Data to Identify and Target Job Seekers. Management Science, 2022, 68, 3026-3046.	4.1	2
2	Capturing Marketing Information to Fuel Growth. Journal of Marketing, 2021, 85, 163-183.	11.3	50
3	Uniting the Tribes: Using Text for Marketing Insight. Journal of Marketing, 2020, 84, 1-25.	11.3	378
4	The Polarity of Online Reviews: Prevalence, Drivers and Implications. Journal of Marketing Research, 2020, 57, 853-877.	4.8	77
5	When Words Sweat: Identifying Signals for Loan Default in the Text of Loan Applications. Journal of Marketing Research, 2019, 56, 960-980.	4.8	119
6	Some Customers Would Rather Leave Without Saying Goodbye. Marketing Science, 2018, 37, 54-77.	4.1	41
7	In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions. Customer Needs and Solutions, 2018, 5, 65-81.	0.8	89
8	An Empirical Study of National vs. Local Pricing by Chain Stores Under Competition. Marketing Science, 2018, 37, 812-837.	4.1	19
9	Using Social Network Activity Data to Identify and Target Job Seekers. SSRN Electronic Journal, 2018, , .	0.4	0
10	MTurk Character Misrepresentation: Assessment and Solutions. Journal of Consumer Research, 2017, 44, 211-230.	5.1	246
11	Using Big Data as a window into consumers'™ psychology. Current Opinion in Behavioral Sciences, 2017, 18, 7-12.	3.9	99
12	Hidden Markov Models in Marketing. International Series in Quantitative Marketing, 2017, , 405-449.	0.5	14
13	Beyond the Target Customer: Social Effects of Customer Relationship Management Campaigns. Journal of Marketing Research, 2017, 54, 347-363.	4.8	59
14	Idea Generation, Creativity, and Prototypicality. Marketing Science, 2017, 36, 1-20.	4.1	87
15	The Functional Alibi. Journal of the Association for Consumer Research, 2016, 1, 479-496.	1.7	33
16	Complicating decisions: The work ethic heuristic and the construction of effortful decisions.. Journal of Experimental Psychology: General, 2016, 145, 807-829.	2.1	12
17	The Future of Quantitative Marketing: Results of a Survey. Customer Needs and Solutions, 2015, 2, 5-18.	0.8	1
18	Dynamic Targeted Pricing in B2B Relationships. Marketing Science, 2014, 33, 317-337.	4.1	90

#	ARTICLE	IF	CITATIONS
19	Editorialâ€”Report of the Marketing Science Editorial Review Committee. Marketing Science, 2014, 33, 159-162.	4.1	4
20	Call for Papersâ€”<i>Marketing Science</i> Special Issue on Big Data: Integrating Marketing, Statistics, and Computer Science. Marketing Science, 2013, 32, 678-678.	4.1	4
21	State-Dependence Effects in Surveys. Marketing Science, 2012, 31, 838-854.	4.1	26
22	Mine Your Own Business: Market-Structure Surveillance Through Text Mining. Marketing Science, 2012, 31, 521-543.	4.1	568
23	Dynamic learning in behavioral games: A hidden Markov mixture of experts approach. Quantitative Marketing and Economics, 2012, 10, 475-503.	1.5	17
24	The Shape of Marketing Research in 2021. Journal of Advertising Research, 2011, 51, 213-221.	2.1	14
25	Complicating Choice. Journal of Marketing Research, 2011, 48, 308-326.	4.8	43
26	Adaptive Self-Explication of Multiattribute Preferences. Journal of Marketing Research, 2011, 48, 140-156.	4.8	74
27	Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability. Marketing Science, 2010, 29, 909-924.	4.1	123
28	Beyond conjoint analysis: Advances in preference measurement. Marketing Letters, 2008, 19, 337-354.	2.9	102
29	The synthesis of preference: Bridging behavioral decision research and marketing science. Journal of Consumer Psychology, 2008, 18, 179-186.	4.5	37
30	Using text mining to analyze user forums. , 2008, , .		16
31	A Hidden Markov Model of Customer Relationship Dynamics. Marketing Science, 2008, 27, 185-204.	4.1	323
32	Alternative Models for Capturing the Compromise Effect. Journal of Marketing Research, 2004, 41, 237-257.	4.8	240
33	Extending Compromise Effect Models to Complex Buying Situations and Other Context Effects. Journal of Marketing Research, 2004, 41, 262-268.	4.8	72