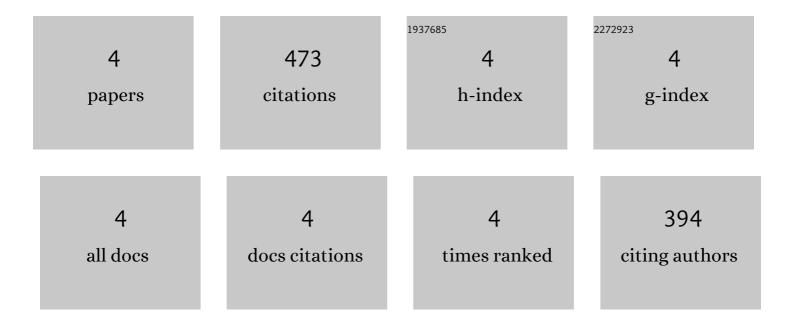


## List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/3946674/publications.pdf Version: 2024-02-01





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#	Article	IF	CITATIONS
1	A Meta-Analysis of Electronic Word-of-Mouth Elasticity. Journal of Marketing, 2015, 79, 19-39.	11.3	367
2	How CEO/CMO characteristics affect innovation and stock returns: findings and future directions. Journal of the Academy of Marketing Science, 2020, 48, 1229-1253.	11.2	63
3	The Impact of User-Generated Content and Traditional Media on Customer Acquisition and Retention. Journal of Advertising, 2020, 49, 213-233.	6.6	23
4	The interplay between brand relationship norms and ease of sharing on electronic word-of-mouth and willingness to pay. Information and Management, 2021, 58, 103410.	6.5	20