

Xueming Luo

List of Publications by Year in descending order

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Version: 2024-02-01

72
papers

10,529
citations

61984

43
h-index

91884

69
g-index

72
all docs

72
docs citations

72
times ranked

6390
citing authors

#	ARTICLE	IF	CITATIONS
1	Time-Inconsistent Preferences and Strategic Self-Control in Digital Content Consumption. <i>Marketing Science</i> , 2022, 41, 616-636.	4.1	5
2	Predicting Stages in Omnichannel Path to Purchase: A Deep Learning Model. <i>Information Systems Research</i> , 2022, 33, 429-445.	3.7	14
3	Artificial Intelligence Coaches for Sales Agents: Caveats and Solutions. <i>Journal of Marketing</i> , 2021, 85, 14-32.	11.3	95
4	The Impact of Platform Protection Insurance on Buyers and Sellers in the Sharing Economy: A Natural Experiment. <i>Journal of Marketing</i> , 2021, 85, 50-69.	11.3	42
5	The Double-Edged Effects of E-Commerce Cart Retargeting: Does Retargeting Too Early Backfire?. <i>Journal of Marketing</i> , 2021, 85, 123-140.	11.3	33
6	The Janus face of artificial intelligence feedback: Deployment versus disclosure effects on employee performance. <i>Strategic Management Journal</i> , 2021, 42, 1600-1631.	7.3	80
7	Personalized mobile marketing strategies. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 64-78.	11.2	147
8	<scp>Capacityâ€constrained</scp> entrepreneurs and their product portfolio size: The response to a platform design change on a Chinese sharing economy platform. <i>Strategic Entrepreneurship Journal</i> , 2020, 14, 302-328.	4.4	14
9	When and How to Leverage E-commerce Cart Targeting: The Relative and Moderated Effects of Scarcity and Price Incentives with a Two-Stage Field Experiment and Causal Forest Optimization. <i>Information Systems Research</i> , 2019, 30, 1203-1227.	3.7	39
10	Personalized Mobile Targeting with User Engagement Stages: Combining a Structural Hidden Markov Model and Field Experiment. <i>Information Systems Research</i> , 2019, 30, 787-804.	3.7	49
11	Mobile Time-Based Targeting: Matching Product-Value Appeal to Time of Day. <i>Journal of Management Information Systems</i> , 2019, 36, 513-545.	4.3	17
12	Targeted Promotions on an E-Book Platform: Crowding Out, Heterogeneity, and Opportunity Costs. <i>Journal of Marketing Research</i> , 2019, 56, 310-323.	4.8	27
13	Types of intelligence predict likelihood to get married and stay married: Large-scale empirical evidence for evolutionary theory. <i>Personality and Individual Differences</i> , 2018, 122, 1-6.	2.9	11
14	The Dilemma of Service Productivity and Service Innovation. <i>Journal of Service Research</i> , 2018, 21, 249-262.	12.2	21
15	How firm internationalization is recognized by outsiders: The response of financial analysts. <i>Journal of Business Research</i> , 2018, 90, 87-106.	10.2	18
16	The Effectiveness of Contextual Competitive Targeting in Conjunction with Promotional Incentives. <i>International Journal of Electronic Commerce</i> , 2018, 22, 349-385.	3.0	10
17	Self-Signaling and Prosocial Behavior: A Cause Marketing Experiment. <i>Marketing Science</i> , 2017, 36, 161-186.	4.1	70
18	Effect of intelligence on consumers' responsiveness to a proâ€environmental tax: Evidence from largeâ€scale data on car acquisitions of male consumers. <i>Journal of Consumer Psychology</i> , 2017, 27, 448-455.	4.5	12

#	ARTICLE	IF	CITATIONS
19	Competitive Price Targeting with Smartphone Coupons. <i>Marketing Science</i> , 2017, 36, 944-975.	4.1	113
20	Nonlinear Effects of Social Connections and Interactions on Individual Goal Attainment and Spending: Evidences from Online Gaming Markets. <i>Journal of Marketing</i> , 2017, 81, 132-155.	11.3	18
21	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. <i>Journal of Interactive Marketing</i> , 2017, 40, 1-8.	6.2	161
22	Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness. <i>Marketing Science</i> , 2017, 36, 762-779.	4.1	96
23	Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness. <i>Marketing Science</i> , 2016, 35, 218-233.	4.1	258
24	Product alliances, alliance networks, and shareholder value: Evidence from the biopharmaceutical industry. <i>International Journal of Research in Marketing</i> , 2015, 32, 9-22.	4.2	28
25	Sleeping with competitors: the impact of NPD phases on stock market reactions to horizontal collaboration. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 490-511.	11.2	29
26	Geo-Conquesting: Competitive Locational Targeting of Mobile Promotions. <i>Journal of Marketing Research</i> , 2015, 52, 726-735.	4.8	253
27	Contemporaneous and Delayed Sales Impact of Location-Based Mobile Promotions. <i>Information Systems Research</i> , 2015, 26, 552-564.	3.7	92
28	Corporate social performance, analyst stock recommendations, and firm future returns. <i>Strategic Management Journal</i> , 2015, 36, 123-136.	7.3	344
29	Exploring the relationship between corporate social responsibility and firm innovation. <i>Marketing Letters</i> , 2015, 26, 703-714.	2.9	208
30	Mobile Targeting. <i>Management Science</i> , 2014, 60, 1738-1756.	4.1	249
31	Cause Marketing Effectiveness and the Moderating Role of Price Discounts. <i>Journal of Marketing</i> , 2014, 78, 120-142.	11.3	173
32	Do institutional investors pay attention to customer satisfaction and why?. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 119-136.	11.2	44
33	How does CEO tenure matter? The mediating role of firm-employee and firm-customer relationships. <i>Strategic Management Journal</i> , 2014, 35, 492-511.	7.3	131
34	Reciprocity in Corporate Social Responsibility and Channel Performance: Do Birds of a Feather Flock Together?. <i>Journal of Business Ethics</i> , 2013, 118, 203-213.	6.0	27
35	Quantifying the Dynamic Effects of Service Recovery on Customer Satisfaction. <i>Journal of Service Research</i> , 2013, 16, 341-355.	12.2	37
36	Social Media and Firm Equity Value. <i>Information Systems Research</i> , 2013, 24, 146-163.	3.7	457

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37	The Impact of Brand Rating Dispersion on Firm Value. <i>Journal of Marketing Research</i> , 2013, 50, 399-415.	4.8	102
38	How Do Consumer Buzz and Traffic in Social Media Marketing Predict the Value of the Firm?. <i>Journal of Management Information Systems</i> , 2013, 30, 213-238.	4.3	201
39	Incentivizing CEOs to build customer- and employee-firm relations for higher customer satisfaction and firm value. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 745-758.	11.2	64
40	Does advertising spending really work? The intermediate role of analysts in the impact of advertising on firm value. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 605-624.	11.2	78
41	Product competitiveness and beating analyst earnings target. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 253-264.	11.2	25
42	Customer Satisfaction, Analyst Stock Recommendations, and Firm Value. <i>Journal of Marketing Research</i> , 2010, 47, 1041-1058.	4.8	155
43	The Debate over Doing Good: Corporate Social Performance, Strategic Marketing Levers, and Firm-Idiosyncratic Risk. <i>Journal of Marketing</i> , 2009, 73, 198-213.	11.3	686
44	Quantifying the Long-Term Impact of Negative Word of Mouth on Cash Flows and Stock Prices. <i>Marketing Science</i> , 2009, 28, 148-165.	4.1	252
45	Consumer responses to brand elimination: An attributional perspective. <i>Journal of Consumer Psychology</i> , 2009, 19, 280-289.	4.5	26
46	The role of top management networks for market knowledge creation and sharing in China. <i>Journal of Business Research</i> , 2009, 62, 1020-1026.	10.2	30
47	The moderating role of institutional networking in the customer orientationâ€“trust/commitmentâ€“performance causal chain in China. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 202-214.	11.2	123
48	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , 2008, 72, 29-43.	11.3	81
49	Working with Rivals: The Impact of Competitor Alliances on Financial Performance. <i>Journal of Marketing Research</i> , 2007, 44, 73-83.	4.8	216
50	Neglected Outcomes of Customer Satisfaction. <i>Journal of Marketing</i> , 2007, 71, 133-149.	11.3	359
51	Internationalization and the performance of born-global SMEs: the mediating role of social networks. <i>Journal of International Business Studies</i> , 2007, 38, 673-690.	7.3	865
52	Consumer Negative Voice and Firm-Idiosyncratic Stock Returns. <i>Journal of Marketing</i> , 2007, 71, 75-88.	11.3	143
53	Technological progress, inefficiency, and productivity growth in the US securities industry, 1980â€“2000. <i>Journal of Business Research</i> , 2006, 59, 589-594.	10.2	24
54	Cross-Functional â€œCoopetitionâ€: The Simultaneous Role of Cooperation and Competition Within Firms. <i>Journal of Marketing</i> , 2006, 70, 67-80.	11.3	251

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55	Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value. <i>Journal of Marketing</i> , 2006, 70, 70-91.	11.3	103
56	Corporate Social Responsibility, Customer Satisfaction, and Market Value. <i>Journal of Marketing</i> , 2006, 70, 1-18.	11.3	1,268
57	How Does Shopping With Others Influence Impulsive Purchasing?. <i>Journal of Consumer Psychology</i> , 2005, 15, 288-294.	4.5	275
58	Assessing advertising media spending inefficiencies in generating sales. <i>Journal of Business Research</i> , 2005, 58, 28-36.	10.2	82
59	Entrepreneurial firms in the context of China's transition economy: an integrative framework and empirical examination. <i>Journal of Business Research</i> , 2005, 58, 277-284.	10.2	135
60	Globalization, Marketing Resources, and Performance: Evidence From China. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 50-65.	11.2	85
61	The Effects of Customer Relationships and Social Capital on Firm Performance: A Chinese Business Illustration. <i>Journal of International Marketing</i> , 2004, 12, 25-45.	4.4	91
62	Market-oriented organizations in an emerging economy. <i>Journal of Business Research</i> , 2003, 56, 481-491.	10.2	144
63	Evaluating the profitability and marketability efficiency of large banks. <i>Journal of Business Research</i> , 2003, 56, 627-635.	10.2	227
64	Contextual Marketing and Customer-Orientation Strategy for E-Commerce: An Empirical Analysis. <i>International Journal of Electronic Commerce</i> , 2003, 8, 95-118.	3.0	75
65	The performance implications of contextual marketing for electronic commerce. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2003, 10, 231-239.	0.6	12
66	Information Privacy and Online Behaviors. <i>Journal of Internet Commerce</i> , 2002, 1, 55-69.	5.5	5
67	Uses and Gratifications Theory and E-Consumer Behaviors. <i>Journal of Interactive Advertising</i> , 2002, 2, 34-41.	5.3	250
68	Integrating customer orientation, corporate entrepreneurship, and learning orientation in organizations-in-transition: an empirical study. <i>International Journal of Research in Marketing</i> , 2002, 19, 367-382.	4.2	186
69	Trust production and privacy concerns on the Internet. <i>Industrial Marketing Management</i> , 2002, 31, 111-118.	6.7	314
70	Modeling User Engagement in Mobile Content Consumption with Tapstream Data and Field Experiment. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
71	Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases. <i>Marketing Science</i> , 0, , .	4.1	170
72	AI Agents for Sequential Promotions: Combining Deep Reinforcement Learning and Dynamic Field Experimentation. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2