

Baojun Jiang

List of Publications by Year in descending order

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34
papers

2,127
citations

623734

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34
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docs citations

34
times ranked

1185
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | Marketing in the Sharing Economy. <i>Journal of Marketing</i> , 2019, 83, 5-27. | 11.3 | 446 |
| 2 | Firm Strategies in the "Mid Tail" of Platform-Based Retailing. <i>Marketing Science</i> , 2011, 30, 757-775. | 4.1 | 342 |
| 3 | Collaborative Consumption: Strategic and Economic Implications of Product Sharing. <i>Management Science</i> , 2018, 64, 1171-1188. | 4.1 | 289 |
| 4 | To Share or Not to Share: Demand Forecast Sharing in a Distribution Channel. <i>Marketing Science</i> , 2016, 35, 800-809. | 4.1 | 176 |
| 5 | Effects of Consumer-to-Consumer Product Sharing on Distribution Channel. <i>Production and Operations Management</i> , 2018, 27, 350-367. | 3.8 | 136 |
| 6 | Quality and Pricing Decisions in a Market with Consumer Information Sharing. <i>Management Science</i> , 2019, 65, 272-285. | 4.1 | 99 |
| 7 | Signaling through Price and Quality to Consumers with Fairness Concerns. <i>Journal of Marketing Research</i> , 2016, 53, 988-1000. | 4.8 | 89 |
| 8 | Sharing Economy: Review of Current Research and Future Directions. <i>Customer Needs and Solutions</i> , 2018, 5, 93-106. | 0.8 | 78 |
| 9 | Anticipated Regret and Product Innovation. <i>Management Science</i> , 2017, 63, 4308-4323. | 4.1 | 66 |
| 10 | Signaling Through Pricing by Service Providers with Social Preferences. <i>Marketing Science</i> , 2014, 33, 641-654. | 4.1 | 64 |
| 11 | Product-Line Design in the Presence of Consumers' Anticipated Regret. <i>Management Science</i> , 2020, 66, 5665-5682. | 4.1 | 48 |
| 12 | Manufacturer's Entry in the Product-Sharing Market. <i>Manufacturing and Service Operations Management</i> , 2021, 23, 553-568. | 3.7 | 44 |
| 13 | Managerial Optimism in a Competitive Market. <i>Production and Operations Management</i> , 2019, 28, 833-846. | 3.8 | 37 |
| 14 | Intercompetitor Licensing and Product Innovation. <i>Journal of Marketing Research</i> , 2018, 55, 738-751. | 4.8 | 31 |
| 15 | Consumer Search and Filtering on Online Retail Platforms. <i>Journal of Marketing Research</i> , 2020, 57, 900-916. | 4.8 | 23 |
| 16 | Competition of Content Acquisition and Distribution Under Consumer Multipurchase. <i>Journal of Marketing Research</i> , 2019, 56, 1066-1084. | 4.8 | 22 |
| 17 | Pricing and persuasive advertising in a differentiated market. <i>Marketing Letters</i> , 2016, 27, 579-588. | 2.9 | 18 |
| 18 | The Bright Side of Having an Enemy. <i>Journal of Marketing Research</i> , 2019, 56, 679-690. | 4.8 | 16 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Effects of Cost-Information Transparency on Intertemporal Price Discrimination. <i>Production and Operations Management</i> , 2021, 30, 390-401. | 3.8 | 16 |
| 20 | Dynamic Pricing and Price Commitment of New Experience Goods. <i>Production and Operations Management</i> , 2021, 30, 2752-2764. | 3.8 | 16 |
| 21 | Comment on "Strategic Information Management Under Leakage in a Supply Chain". <i>Management Science</i> , 2017, 63, 4258-4260. | 4.1 | 14 |
| 22 | Effects of Monitoring Technology on the Insurance Market. <i>Production and Operations Management</i> , 2019, 28, 1957-1971. | 3.8 | 11 |
| 23 | Integration of Primary and Resale Platforms. <i>Journal of Marketing Research</i> , 2020, 57, 659-676. | 4.8 | 11 |
| 24 | Dynamic Pricing of Experience Goods in Markets with Demand Uncertainty. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 8 |
| 25 | Cost-Information Transparency and Intertemporal Pricing. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 4 |
| 26 | Strategic Implications of Keeping Product Value Secret from Competitor's Customers. <i>Journal of Retailing</i> , 2017, 93, 382-399. | 6.2 | 4 |
| 27 | The Strategic and Economic Implications of Consumer-to-Consumer Product Sharing. <i>Springer Series in Supply Chain Management</i> , 2019, , 37-54. | 0.7 | 4 |
| 28 | Effects of Reactive Capacity on Product Quality and Firm Profitability in an Uncertain Market. <i>Operations Research</i> , 2022, 70, 2619-2636. | 1.9 | 4 |
| 29 | Consumer Fairness Concerns and Dynamic Pricing in a Channel. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 3 |
| 30 | Product-Line Design in the Presence of Consumers' Anticipated Regret. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 3 |
| 31 | Dynamic Pricing and Price Commitment in Experience Good Markets. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 2 |
| 32 | Effects of On-Demand Product Adjustments on Firm's Pricing and Product Strategies. <i>Production and Operations Management</i> , 2022, 31, 1252-1270. | 3.8 | 2 |
| 33 | Effects of Quick Response and Market Uncertainty on Product Quality and Firm Profitability. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 1 |
| 34 | Effects of Monitoring Technology on the Insurance Market. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 0 |