

Baojun Jiang

List of Publications by Year in descending order

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34
papers

2,127
citations

623734

14
h-index

552781

26
g-index

34
all docs

34
docs citations

34
times ranked

1185
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of Onâ€Demand Product Adjustments on Firm's Pricing and Product Strategies. <i>Production and Operations Management</i> , 2022, 31, 1252-1270.	3.8	2
2	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
3	Effects of Costâ€Information Transparency on Intertemporal Price Discrimination. <i>Production and Operations Management</i> , 2021, 30, 390-401.	3.8	16
4	Dynamic Pricing and Price Commitment of New Experience Goods. <i>Production and Operations Management</i> , 2021, 30, 2752-2764.	3.8	16
5	Manufacturerâ€™s Entry in the Product-Sharing Market. <i>Manufacturing and Service Operations Management</i> , 2021, 23, 553-568.	3.7	44
6	Integration of Primary and Resale Platforms. <i>Journal of Marketing Research</i> , 2020, 57, 659-676.	4.8	11
7	Product-Line Design in the Presence of Consumersâ€™ Anticipated Regret. <i>Management Science</i> , 2020, 66, 5665-5682.	4.1	48
8	Consumer Search and Filtering on Online Retail Platforms. <i>Journal of Marketing Research</i> , 2020, 57, 900-916.	4.8	23
9	Marketing in the Sharing Economy. <i>Journal of Marketing</i> , 2019, 83, 5-27.	11.3	446
10	Competition of Content Acquisition and Distribution Under Consumer Multipurchase. <i>Journal of Marketing Research</i> , 2019, 56, 1066-1084.	4.8	22
11	The Bright Side of Having an Enemy. <i>Journal of Marketing Research</i> , 2019, 56, 679-690.	4.8	16
12	Effects of Monitoring Technology on the Insurance Market. <i>Production and Operations Management</i> , 2019, 28, 1957-1971.	3.8	11
13	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
14	Managerial Optimism in a Competitive Market. <i>Production and Operations Management</i> , 2019, 28, 833-846.	3.8	37
15	Quality and Pricing Decisions in a Market with Consumer Information Sharing. <i>Management Science</i> , 2019, 65, 272-285.	4.1	99
16	Collaborative Consumption: Strategic and Economic Implications of Product Sharing. <i>Management Science</i> , 2018, 64, 1171-1188.	4.1	289
17	Effects of Consumerâ€™toâ€™Consumer Product Sharing on Distribution Channel. <i>Production and Operations Management</i> , 2018, 27, 350-367.	3.8	136
18	Sharing Economy: Review of Current Research and Future Directions. <i>Customer Needs and Solutions</i> , 2018, 5, 93-106.	0.8	78

#	ARTICLE	IF	CITATIONS
19	Intercompetitor Licensing and Product Innovation. <i>Journal of Marketing Research</i> , 2018, 55, 738-751.	4.8	31
20	Anticipated Regret and Product Innovation. <i>Management Science</i> , 2017, 63, 4308-4323.	4.1	66
21	Strategic Implications of Keeping Product Value Secret from Competitor's Customers. <i>Journal of Retailing</i> , 2017, 93, 382-399.	6.2	4
22	Comment on "Strategic Information Management Under Leakage in a Supply Chain". <i>Management Science</i> , 2017, 63, 4258-4260.	4.1	14
23	Signaling through Price and Quality to Consumers with Fairness Concerns. <i>Journal of Marketing Research</i> , 2016, 53, 988-1000.	4.8	89
24	To Share or Not to Share: Demand Forecast Sharing in a Distribution Channel. <i>Marketing Science</i> , 2016, 35, 800-809.	4.1	176
25	Pricing and persuasive advertising in a differentiated market. <i>Marketing Letters</i> , 2016, 27, 579-588.	2.9	18
26	Signaling Through Pricing by Service Providers with Social Preferences. <i>Marketing Science</i> , 2014, 33, 641-654.	4.1	64
27	Firm Strategies in the "Mid Tail" of Platform-Based Retailing. <i>Marketing Science</i> , 2011, 30, 757-775.	4.1	342
28	Dynamic Pricing and Price Commitment in Experience Good Markets. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
29	Cost-Information Transparency and Intertemporal Pricing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4
30	Dynamic Pricing of Experience Goods in Markets with Demand Uncertainty. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8
31	Effects of Quick Response and Market Uncertainty on Product Quality and Firm Profitability. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
32	Consumer Fairness Concerns and Dynamic Pricing in a Channel. <i>SSRN Electronic Journal</i> , 0, , .	0.4	3
33	Product-Line Design in the Presence of Consumers' Anticipated Regret. <i>SSRN Electronic Journal</i> , 0, , .	0.4	3
34	Effects of Monitoring Technology on the Insurance Market. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0