

Yogesh V Joshi

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6579363/publications.pdf>

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17
papers

1,127
citations

933447

10
h-index

1199594

12
g-index

17
all docs

17
docs citations

17
times ranked

971
citing authors

#	ARTICLE	IF	CITATIONS
1	New Product Diffusion with Influentials and Imitators. <i>Marketing Science</i> , 2007, 26, 400-421.	4.1	377
2	Putting one-to-one marketing to work: Personalization, customization, and choice. <i>Marketing Letters</i> , 2008, 19, 305-321.	2.9	318
3	A Theory of Combative Advertising. <i>Marketing Science</i> , 2009, 28, 1-19.	4.1	90
4	Harvesting Brand Information from Social Tags. <i>Journal of Marketing</i> , 2017, 81, 88-108.	11.3	76
5	Research Note "How Much Should You Invest in Each Customer Relationship? A Competitive Strategic Approach. <i>Marketing Science</i> , 2009, 28, 555-565.	4.1	64
6	Optimal Entry Timing in Markets with Social Influence. <i>Management Science</i> , 2009, 55, 926-939.	4.1	46
7	Improving Prelaunch Diffusion Forecasts: Using Synthetic Networks as Simulated Priors. <i>Journal of Marketing Research</i> , 2013, 50, 675-690.	4.8	42
8	Turf Wars: Product Line Strategies in Competitive Markets. <i>Marketing Science</i> , 2016, 35, 128-141.	4.1	35
9	When Consumers Learn, Money Burns: Signaling Quality via Advertising with Observational Learning and Word of Mouth. <i>Marketing Science</i> , 2021, 40, 168-188.	4.1	26
10	Tool selection in three-axis rough machining. <i>International Journal of Production Research</i> , 2001, 39, 4215-4238.	7.5	25
11	Automatic Crowdsourcing-Based Classification of Marketing Messaging on Twitter. , 2013, , .		10
12	Lockdowns lose one third of their impact on mobility in a month. <i>Scientific Reports</i> , 2021, 11, 22658.	3.3	9
13	Identity Signaling with Social Capital: A Model of Symbolic Consumption. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5
14	The Freedom of Constraint: How Perceptions of Time Limitations Alleviate Guilt from Two-Phase Indulgent Consumption. <i>Journal of the Association for Consumer Research</i> , 2019, 4, 147-159.	1.7	3
15	Influence in Microblogs: Impact of User Behavior on Diffusion and Engagement. <i>SSRN Electronic Journal</i> , 2014, , .	0.4	1
16	Word of Mouth Bias and Optimal Communication Strategies. <i>SSRN Electronic Journal</i> , 2013, , .	0.4	0
17	Co-Investment Network Dynamics in Crowdfunded Ventures. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0