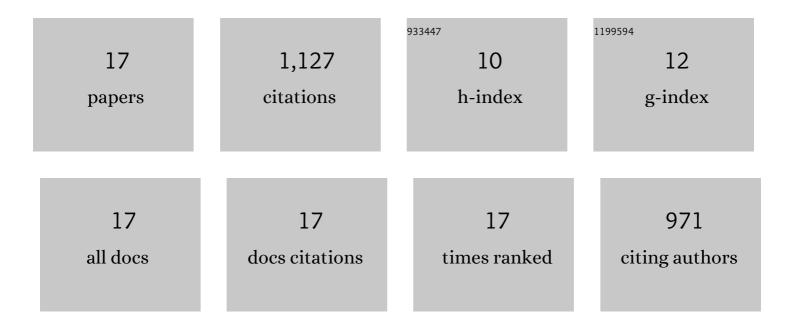
Yogesh V Joshi

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6579363/publications.pdf Version: 2024-02-01



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