

Jonathan Z Zhang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6969236/publications.pdf>

Version: 2024-02-01

9
papers

501
citations

1307594

7
h-index

1372567

10
g-index

10
all docs

10
docs citations

10
times ranked

408
citing authors

#	ARTICLE	IF	CITATIONS
1	Dynamic Relationship Marketing. <i>Journal of Marketing</i> , 2016, 80, 53-75.	11.3	201
2	Dynamic Targeted Pricing in B2B Relationships. <i>Marketing Science</i> , 2014, 33, 317-337.	4.1	90
3	Marketing ecosystem: An outside-in view for sustainable advantage. <i>Industrial Marketing Management</i> , 2020, 88, 287-304.	6.7	56
4	Probabilistic Topic Model for Hybrid Recommender Systems: A Stochastic Variational Bayesian Approach. <i>Marketing Science</i> , 2018, 37, 987-1008.	4.1	53
5	The Effects of Channel Experiences and Direct Marketing on Customer Retention in Multichannel Settings. <i>Journal of Interactive Marketing</i> , 2016, 36, 77-90.	6.2	37
6	Consumer dynamics: theories, methods, and emerging directions. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 166-196.	11.2	29
7	Seller marketing capability, brand reputation, and consumer journeys on e-commerce platforms. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 994-1020.	11.2	19
8	Dynamic customer interdependence. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 723-746.	11.2	8
9	Uncovering Synergy and Dysergy in Consumer Reviews: A Machine Learning Approach. <i>Management Science</i> , 2023, 69, 2339-2360.	4.1	7