

Junhong Chu

List of Publications by Year in descending order

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27
papers

1,410
citations

567281

15
h-index

642732

23
g-index

27
all docs

27
docs citations

27
times ranked

972
citing authors

#	ARTICLE	IF	CITATIONS
1	Prenatal Sex Determination and Sex-Selective Abortion in Rural Central China. <i>Population and Development Review</i> , 2001, 27, 259-281.	2.1	237
2	Quantifying Transaction Costs in Online/Off-line Grocery Channel Choice. <i>Marketing Science</i> , 2012, 31, 96-114.	4.1	220
3	An Empirical Analysis of Shopping Behavior Across Online and Offline Channels for Grocery Products: The Moderating Effects of Household and Product Characteristics. <i>Journal of Interactive Marketing</i> , 2010, 24, 251-268.	6.2	148
4	Quantifying Cross and Direct Network Effects in Online Consumer-to-Consumer Platforms. <i>Marketing Science</i> , 2016, 35, 870-893.	4.1	147
5	Research Note "A Comparison of Within-Household Price Sensitivity Across Online and Offline Channels. <i>Marketing Science</i> , 2008, 27, 283-299.	4.1	121
6	Platforms: a multiplicity of research opportunities. <i>Marketing Letters</i> , 2015, 26, 141-152.	2.9	64
7	The Last Mile Matters: Impact of Dockless Bike Sharing on Subway Housing Price Premium. <i>Management Science</i> , 2021, 67, 297-316.	4.1	64
8	Quantifying the Economic Value of Warranties in the U.S. Server Market. <i>Marketing Science</i> , 2009, 28, 99-121.	4.1	60
9	Clicks versus Bricks: The role of durability in marketing channel strategy of durable goods manufacturers. <i>European Journal of Operational Research</i> , 2018, 265, 909-918.	5.7	56
10	Assessing the Economic Value of Distribution Channels: An Application to the Personal Computer Industry. <i>Journal of Marketing Research</i> , 2007, 44, 29-41.	4.8	54
11	Mobile Advertising: An Empirical Study of Temporal and Spatial Differences in Search Behavior and Advertising Response. <i>Journal of Interactive Marketing</i> , 2015, 30, 34-45.	6.2	45
12	An Empirical Test of Warranty Theories in the U.S. Computer Server and Automobile Markets. <i>Journal of Marketing</i> , 2011, 75, 75-92.	11.3	37
13	Air pollution as a determinant of food delivery and related plastic waste. <i>Nature Human Behaviour</i> , 2021, 5, 212-220.	12.0	32
14	Quantifying nation equity with sales data: A structural approach. <i>International Journal of Research in Marketing</i> , 2013, 30, 19-35.	4.2	25
15	An Empirical Test of Warranty Theories in the U.S. Computer Server and Automobile Markets. <i>Journal of Marketing</i> , 2011, 75, 75-92.	11.3	22
16	Beyond the more the merrier: The variety effect and consumer heterogeneity in system markets. <i>International Journal of Research in Marketing</i> , 2016, 33, 261-275.	4.2	17
17	Nonlabor Income and Age at Marriage: Evidence From China's Heating Policy. <i>Demography</i> , 2018, 55, 2345-2370.	2.5	10
18	Geography as branding: Descriptive evidence from Taobao. <i>Quantitative Marketing and Economics</i> , 2021, 19, 53-92.	1.5	9

#	ARTICLE	IF	CITATIONS
19	Quantifying Cross-Network Effects in Online C2C Platforms. SSRN Electronic Journal, 2014, , .	0.4	8
20	The impact of mergers and acquisitions on brand equity: A structural analysis. International Journal of Research in Marketing, 2021, 38, 615-638.	4.2	8
21	Taxi Driversâ€™ Response to Cancellations and No-Shows: New Evidence for Reference-Dependent Preferences. Management Science, 2023, 69, 179-199.	4.1	8
22	Early-life exposure to hardship increased risk tolerance and entrepreneurship in adulthood with gender differences. Proceedings of the National Academy of Sciences of the United States of America, 2022, 119, e2104033119.	7.1	8
23	Publication, Citation, Career Development, and Recent Trends: Empirical Evidence for Quantitative Marketing Researchers. Customer Needs and Solutions, 2015, 2, 71-90.	0.8	5
24	â€œMeet Me Halfwayâ€ The Costs and Benefits of Bargaining. Marketing Science, 0, , .	4.1	4
25	A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Markets. Marketing Science, 0, , .	4.1	1
26	Quantifying Nation Equity with Sales Data: A Structural Approach. SSRN Electronic Journal, 2012, , .	0.4	0
27	The Unintended Consequences of Tariff Retaliation: Evidence from the Chinese Automobile Market. SSRN Electronic Journal, 0, , .	0.4	0