

# Junhong Chu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7478716/publications.pdf>

Version: 2024-02-01

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	Taxi Drivers'™ Response to Cancellations and No-Shows: New Evidence for Reference-Dependent Preferences. <i>Management Science</i> , 2023, 69, 179-199.	4.1	8
2	Early-life exposure to hardship increased risk tolerance and entrepreneurship in adulthood with gender differences. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2022, 119, e2104033119.	7.1	8
3	The impact of mergers and acquisitions on brand equity: A structural analysis. <i>International Journal of Research in Marketing</i> , 2021, 38, 615-638.	4.2	8
4	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
5	Air pollution as a determinant of food delivery and related plastic waste. <i>Nature Human Behaviour</i> , 2021, 5, 212-220.	12.0	32
6	Geography as branding: Descriptive evidence from Taobao. <i>Quantitative Marketing and Economics</i> , 2021, 19, 53-92.	1.5	9
7	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
8	Nonlabor Income and Age at Marriage: Evidence From China's Heating Policy. <i>Demography</i> , 2018, 55, 2345-2370.	2.5	10
9	Quantifying Cross and Direct Network Effects in Online Consumer-to-Consumer Platforms. <i>Marketing Science</i> , 2016, 35, 870-893.	4.1	147
10	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
11	Publication, Citation, Career Development, and Recent Trends: Empirical Evidence for Quantitative Marketing Researchers. <i>Customer Needs and Solutions</i> , 2015, 2, 71-90.	0.8	5
12	Platforms: a multiplicity of research opportunities. <i>Marketing Letters</i> , 2015, 26, 141-152.	2.9	64
13	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
14	Quantifying Cross-Network Effects in Online C2C Platforms. <i>SSRN Electronic Journal</i> , 2014, , .	0.4	8
15	Quantifying nation equity with sales data: A structural approach. <i>International Journal of Research in Marketing</i> , 2013, 30, 19-35.	4.2	25
16	Quantifying Transaction Costs in Online/Off-line Grocery Channel Choice. <i>Marketing Science</i> , 2012, 31, 96-114.	4.1	220
17	Quantifying Nation Equity with Sales Data: A Structural Approach. <i>SSRN Electronic Journal</i> , 2012, , .	0.4	0
18	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

#	ARTICLE	IF	CITATIONS
19	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
20	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
21	Quantifying the Economic Value of Warranties in the U.S. Server Market. <i>Marketing Science</i> , 2009, 28, 99-121.	4.1	60
22	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
23	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
24	Prenatal Sex Determination and Sex-Selective Abortion in Rural Central China. <i>Population and Development Review</i> , 2001, 27, 259-281.	2.1	237
25	“Meet Me Halfway”: The Costs and Benefits of Bargaining. <i>Marketing Science</i> , 0, , .	4.1	4
26	The Unintended Consequences of Tariff Retaliation: Evidence from the Chinese Automobile Market. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
27	A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Markets. <i>Marketing Science</i> , 0, , .	4.1	1