

Daria Dzyabura

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7529876/publications.pdf>

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17
papers

584
citations

1040056

9
h-index

1199594

12
g-index

17
all docs

17
docs citations

17
times ranked

441
citing authors

#	ARTICLE	IF	CITATIONS
1	Disjunctions of Conjunctions, Cognitive Simplicity, and Consideration Sets. Journal of Marketing Research, 2010, 47, 485-496.	4.8	119
2	Visual Listening In: Extracting Brand Image Portrayed on Social Media. Marketing Science, 2020, 39, 669-686.	4.1	108
3	Active Machine Learning for Consideration Heuristics. Marketing Science, 2011, 30, 801-819.	4.1	76
4	Offline Assortment Optimization in the Presence of an Online Channel. Management Science, 2018, 64, 2767-2786.	4.1	70
5	Recommending Products When Consumers Learn Their Preference Weights. Marketing Science, 2019, 38, 417-441.	4.1	43
6	Accounting for Discrepancies Between Online and Offline Product Evaluations. Marketing Science, 2019, 38, 88-106.	4.1	41
7	Visual Elicitation of Brand Perception. Journal of Marketing, 2021, 85, 44-66.	11.3	37
8	Unstructured Direct Elicitation of Decision Rules. Journal of Marketing Research, 2011, 48, 116-127.	4.8	33
9	How can machine learning aid behavioral marketing research?. Marketing Letters, 2020, 31, 361-370.	2.9	30
10	Retailersâ€™ product location problem with consumer search. Quantitative Marketing and Economics, 2020, 18, 125-154.	1.5	8
11	Leveraging the Power of Images in Predicting Product Return Rates. SSRN Electronic Journal, 2018, , .	0.4	7
12	Capturing Multi-Taste Preferences: A Machine Learning Approach. SSRN Electronic Journal, 0, , .	0.4	4
13	Using Online Preference Measurement to Infer Offline Purchase Behavior. SSRN Electronic Journal, 2015, , .	0.4	3
14	Not by search alone. , 2013, , .		2
15	Image Analytics in Marketing. , 2021, , 1-29.		2
16	Visual Elicitation of Brand Perception. SSRN Electronic Journal, 0, , .	0.4	1
17	Image Analytics in Marketing. , 2022, , 665-692.		0