Daria Dzyabura

List of Publications by Year
in descending order

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