

# Xianghua Lu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/757472/publications.pdf>

Version: 2024-02-01

20  
papers

897  
citations

623734

14  
h-index

940533

16  
g-index

20  
all docs

20  
docs citations

20  
times ranked

743  
citing authors

#	ARTICLE	IF	CITATIONS
1	Promotional Marketing or Word-of-Mouth? Evidence from Online Restaurant Reviews. Information Systems Research, 2013, 24, 596-612.	3.7	229
2	The Economic Value of Online Reviews. Marketing Science, 2015, 34, 739-754.	4.1	130
3	An empirical study of the cross-channel effects between web and mobile shopping channels. Information and Management, 2016, 53, 265-278.	6.5	123
4	Leveraging O2O Commerce for Product Promotion: An Empirical Investigation in Mainland China. IEEE Transactions on Engineering Management, 2014, 61, 623-632.	3.5	58
5	Do Consumers Always Spend more when Coupon Face Value is Larger? The Inverted U-Shaped Effect of Coupon Face Value on Consumer Spending Level. Journal of Marketing, 2018, 82, 70-85.	11.3	54
6	Prosocial Compliance in P2P Lending: A Natural Field Experiment. Management Science, 2020, 66, 315-333.	4.1	47
7	Leveraging User-Generated Content for Product Promotion: The Effects of Firm-Highlighted Reviews. Information Systems Research, 2019, 30, 711-725.	3.7	41
8	When and How to Leverage E-commerce Cart Targeting: The Relative and Moderated Effects of Scarcity and Price Incentives with a Two-Stage Field Experiment and Causal Forest Optimization. Information Systems Research, 2019, 30, 1203-1227.	3.7	39
9	Differential Effects of Keyword Selection in Search Engine Advertising on Direct and Indirect Sales. Journal of Management Information Systems, 2014, 30, 299-326.	4.3	38
10	Modeling Competition and Its Impact on Paid-Search Advertising. Marketing Science, 2014, 33, 134-153.	4.1	34
11	The Double-Edged Effects of E-Commerce Cart Retargeting: Does Retargeting Too Early Backfire?. Journal of Marketing, 2021, 85, 123-140.	11.3	33
12	One Size Fits All? The Differential Impact of Online Reviews and Coupons. Production and Operations Management, 2020, 29, 2403-2424.	3.8	25
13	Dr. Jekyll vis-À-vis Mr. Hyde: Personality variation between virtual and real worlds. Information and Management, 2011, 48, 19-26.	6.5	17
14	Dynamic sales impacts of online physical product sampling. Information and Management, 2017, 54, 599-612.	6.5	15
15	Can Social Notifications Help to Mitigate Payment Delinquency in Online Peer-to-Peer Lending?. Production and Operations Management, 2021, 30, 2564-2585.	3.8	8
16	Examining the spillover effect of sustainable consumption on microloan repayment: A big data-based research. Information and Management, 2022, 59, 103288.	6.5	3
17	The B2B adoption in retail firms in China: an empirical study. , 2005, , .		2
18	Exploring the new ASP Business Model: Business Circles Oriented ASP Platform. , 2006, , .		1

#	ARTICLE	IF	CITATIONS
19	Exploratory analysis on components of customer value &#x2014; Based on research on iron and steel enterprise. , 2013, , .		0
20	Optimizing Digital Coupon Assignment Using Constrained Reinforcement Learning. , 2019, , .		0