

# Hans Risselada

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7616684/publications.pdf>

Version: 2024-02-01

10  
papers

901  
citations

1040056

9  
h-index

1372567

10  
g-index

11  
all docs

11  
docs citations

11  
times ranked

831  
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer-to-Customer Interactions: Broadening the Scope of Word of Mouth Research. <i>Journal of Service Research</i> , 2010, 13, 267-282.	12.2	462
2	Dynamic Effects of Social Influence and Direct Marketing on the Adoption of High-Technology Products. <i>Journal of Marketing</i> , 2014, 78, 52-68.	11.3	179
3	Data analytics in a privacy-concerned world. <i>Journal of Business Research</i> , 2021, 122, 915-925.	10.2	74
4	Staying Power of Churn Prediction Models. <i>Journal of Interactive Marketing</i> , 2010, 24, 198-208.	6.2	67
5	Indicators of opinion leadership in customer networks: self-reports and degree centrality. <i>Marketing Letters</i> , 2016, 27, 449-460.	2.9	27
6	Collective patterns of social diffusion are shaped by individual inertia and trend-seeking. <i>Nature Communications</i> , 2021, 12, 5698.	12.8	22
7	Does sustainability sell? The impact of sustainability claims on the success of national brands'™ new product introductions. <i>Journal of Business Research</i> , 2021, 137, 182-193.	10.2	21
8	Dynamics in charity donation decisions: Insights from a large longitudinal data set. <i>Science Advances</i> , 2017, 3, e1700077.	10.3	17
9	Referral campaigns for software startups: The impact of network characteristics on product adoption. <i>Journal of Business Research</i> , 2022, 145, 309-324.	10.2	13
10	Sustainability Claims and Perceived Product Quality: The Moderating Role of Brand CSR. <i>Sustainability</i> , 2020, 12, 3711.	3.2	9