

# Dina Mayzlin

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7792360/publications.pdf>

Version: 2024-02-01

7  
papers

6,773  
citations

1307594

7  
h-index

1720034

7  
g-index

7  
all docs

7  
docs citations

7  
times ranked

3827  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effect of Word of Mouth on Sales: Online Book Reviews. <i>Journal of Marketing Research</i> , 2006, 43, 345-354.	4.8	4,369
2	Firm-Created Word-of-Mouth Communication: Evidence from a Field Test. <i>Marketing Science</i> , 2009, 28, 721-739.	4.1	671
3	Promotional Reviews: An Empirical Investigation of Online Review Manipulation. <i>American Economic Review</i> , 2014, 104, 2421-2455.	8.5	634
4	Promotional Chat on the Internet. <i>Marketing Science</i> , 2006, 25, 155-163.	4.1	489
5	The Firm's Management of Social Interactions. <i>Marketing Letters</i> , 2005, 16, 415-428.	2.9	469
6	Channels of Impact: User Reviews When Quality Is Dynamic and Managers Respond. <i>Marketing Science</i> , 2018, 37, 688-709.	4.1	114
7	Influencing Social Media Influencers Through Affiliation. <i>Marketing Science</i> , 2022, 41, 593-615.	4.1	27