David A Schweidel

List of Publications by Year
in descending order

27 papers	2,059 citations	394421 19 h-index	580821 25 g-index
27 all docs	27 docs citations	27 times ranked	1339 citing authors

#	Article	IF	Citations
1	Online Product Opinions: Incidence, Evaluation, and Evolution. Marketing Science, 2012, 31, 372-386.	4.1	467
2	Uniting the Tribes: Using Text for Marketing Insight. Journal of Marketing, 2020, 84, 1-25.	11.3	378
3	Listening in on Social Media: A Joint Model of Sentiment and Venue Format Choice. Journal of Marketing Research, 2014, 51, 387-402.	4.8	246
4	Modeling the role of message content and influencers in social media rebroadcasting. International Journal of Research in Marketing, 2017, 34, 100-119.	4.2	108
5	Binge Watching and Advertising. Journal of Marketing, 2016, 80, 1-19.	11.3	95
6	Incorporating Direct Marketing Activity into Latent Attrition Models. Marketing Science, 2013, 32, 471-487.	4.1	90
7	Portfolio Dynamics for Customers of a Multiservice Provider. Management Science, 2011, 57, 471-486.	4.1	81
8	Opportunities for Innovation in Social Media Analytics. Journal of Product Innovation Management, 2017, 34, 697-702.	9.5	71
9	A Bivariate Timing Model of Customer Acquisition and Retention. Marketing Science, 2008, 27, 829-843.	4.1	69
10	Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity. Marketing Science, 2017, 36, 105-123.	4.1	58
11	Capturing Marketing Information to Fuel Growth. Journal of Marketing, 2021, 85, 163-183.	11.3	50
12	Modeling Customer Lifetimes with Multiple Causes of Churn. Marketing Science, 2011, 30, 881-902.	4.1	42
13	Capturing Changes in Social Media Content: A Multiple Latent Changepoint Topic Model. Marketing Science, 2020, 39, 827-846.	4.1	42
14	Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?. Marketing Science, 2019, 38, 274-295.	4.1	41
15	How consumer digital signals are reshaping the customer journey. Journal of the Academy of Marketing Science, 2022, 50, 1257-1276.	11.2	30
16	Synergy or Interference: The Effect of Product Placement on Commercial Break Audience Decline. Marketing Science, 2014, 33, 763-780.	4.1	29
17	A Multiactivity Latent Attrition Model for Customer Base Analysis. Marketing Science, 2014, 33, 273-286.	4.1	29
18	The effects of mobile promotions on customer purchaseÂdynamics. International Journal of Research in Marketing, 2018, 35, 453-470.	4.2	27

#	Article	IF	Citations
19	Frontiers: Supporting Content Marketing with Natural Language Generation. Marketing Science, 2022, 41, 441-452.	4.1	26
20	Transaction Attributes and Customer Valuation. Journal of Marketing Research, 2015, 52, 848-864.	4.8	23
21	A multi-category customer base analysis. International Journal of Research in Marketing, 2014, 31, 266-279.	4.2	22
22	Measuring the Impact of Product Placement with Brand-Related Social Media Conversations and Website Traffic. Marketing Science, 2019, 38, 481-499.	4.1	19
23	Promoting Data Richness in Consumer Research: How to Develop and Evaluate Articles with Multiple Data Sources. Journal of Consumer Research, 2022, 49, 359-372.	5.1	7
24	Positive, Negative or Not at All? What Drives Consumers to Post (Accurate) Product Reviews?. NIM Marketing Intelligence Review, 2013, 5, 8-12.	0.6	3
25	Marketing and Politics: Strange Bedfellows no More. Customer Needs and Solutions, 2019, 6, 37-40.	0.8	3
26	The role of slant and message consistency in political advertising effectiveness: evidence from the 2016 presidential election. Quantitative Marketing and Economics, 0, , 1.	1.5	2
27	Examining Brand Strength of Political Candidates: a Performance Premium Approach. Customer Needs and Solutions, 2019, 6, 63-75.	0.8	1