

David A Schweidel

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8457121/publications.pdf>

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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	Frontiers: Supporting Content Marketing with Natural Language Generation. Marketing Science, 2022, 41, 441-452.	4.1	26
2	How consumer digital signals are reshaping the customer journey. Journal of the Academy of Marketing Science, 2022, 50, 1257-1276.	11.2	30
3	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
4	Capturing Marketing Information to Fuel Growth. Journal of Marketing, 2021, 85, 163-183.	11.3	50
5	Uniting the Tribes: Using Text for Marketing Insight. Journal of Marketing, 2020, 84, 1-25.	11.3	378
6	Capturing Changes in Social Media Content: A Multiple Latent Changepoint Topic Model. Marketing Science, 2020, 39, 827-846.	4.1	42
7	Measuring the Impact of Product Placement with Brand-Related Social Media Conversations and Website Traffic. Marketing Science, 2019, 38, 481-499.	4.1	19
8	Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?. Marketing Science, 2019, 38, 274-295.	4.1	41
9	Examining Brand Strength of Political Candidates: a Performance Premium Approach. Customer Needs and Solutions, 2019, 6, 63-75.	0.8	1
10	Marketing and Politics: Strange Bedfellows no More. Customer Needs and Solutions, 2019, 6, 37-40.	0.8	3
11	The effects of mobile promotions on customer purchase dynamics. International Journal of Research in Marketing, 2018, 35, 453-470.	4.2	27
12	Opportunities for Innovation in Social Media Analytics. Journal of Product Innovation Management, 2017, 34, 697-702.	9.5	71
13	Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity. Marketing Science, 2017, 36, 105-123.	4.1	58
14	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
15	Binge Watching and Advertising. Journal of Marketing, 2016, 80, 1-19.	11.3	95
16	Transaction Attributes and Customer Valuation. Journal of Marketing Research, 2015, 52, 848-864.	4.8	23
17	Synergy or Interference: The Effect of Product Placement on Commercial Break Audience Decline. Marketing Science, 2014, 33, 763-780.	4.1	29
18	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

#	ARTICLE	IF	CITATIONS
19	A multi-category customer base analysis. International Journal of Research in Marketing, 2014, 31, 266-279.	4.2	22
20	A Multiactivity Latent Attrition Model for Customer Base Analysis. Marketing Science, 2014, 33, 273-286.	4.1	29
21	Incorporating Direct Marketing Activity into Latent Attrition Models. Marketing Science, 2013, 32, 471-487.	4.1	90
22	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
23	Online Product Opinions: Incidence, Evaluation, and Evolution. Marketing Science, 2012, 31, 372-386.	4.1	467
24	Modeling Customer Lifetimes with Multiple Causes of Churn. Marketing Science, 2011, 30, 881-902.	4.1	42
25	Portfolio Dynamics for Customers of a Multiservice Provider. Management Science, 2011, 57, 471-486.	4.1	81
26	A Bivariate Timing Model of Customer Acquisition and Retention. Marketing Science, 2008, 27, 829-843.	4.1	69
27	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