

Michael A Wiles

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8943370/publications.pdf>

Version: 2024-02-01

11
papers

533
citations

1040056

9
h-index

1372567

10
g-index

11
all docs

11
docs citations

11
times ranked

430
citing authors

#	ARTICLE	IF	CITATIONS
1	The Worth of Product Placement in Successful Films: An Event Study Analysis. <i>Journal of Marketing</i> , 2009, 73, 44-63.	11.3	111
2	The Impact of Brand Rating Dispersion on Firm Value. <i>Journal of Marketing Research</i> , 2013, 50, 399-415.	4.8	102
3	The Effect of Brand Acquisition and Disposal on Stock Returns. <i>Journal of Marketing</i> , 2012, 76, 38-58.	11.3	100
4	Shareholder value implications of service failures in triads: The case of customer information security breaches. <i>Journal of Operations Management</i> , 2015, 35, 21-39.	5.2	85
5	The effect of customer service on retailers'™ shareholder wealth: The role of availability and reputation cues. <i>Journal of Retailing</i> , 2007, 83, 19-31.	6.2	49
6	Attracting Graduates to Sales Positions and the Role of Recruiter Knowledge: A Reexamination. <i>Journal of Personal Selling and Sales Management</i> , 2004, 24, 39-48.	2.8	21
7	Marketing experience of CEOs and corporate social performance. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 460-481.	11.2	21
8	The effect of implementing chatbot customer service on stock returns: an event study analysis. <i>Journal of the Academy of Marketing Science</i> , 2023, 51, 802-822.	11.2	21
9	Trading on Up: An Examination of Factors Influencing the Degree of Upgrade: Evidence from Cash for Clunkers. <i>Journal of Marketing</i> , 2019, 83, 151-172.	11.3	16
10	Economic policy uncertainty and shareholder wealth: the role of marketing, operations, and R&D capabilities. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1011-1031.	11.2	7
11	EXPRESS: Marketing Competence and Institutional Trust in Business. <i>Journal of International Marketing</i> , 0, , 1069031X2211095.	4.4	0