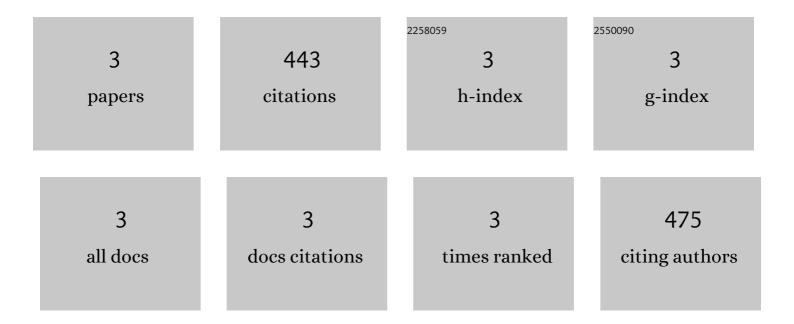
Nga N Ho-Dac

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9045593/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	The Effects of Positive and Negative Online Customer Reviews: Do Brand Strength and Category Maturity Matter?. Journal of Marketing, 2013, 77, 37-53.	11.3	405
2	The value of online user generated content in product development. Journal of Business Research, 2020, 112, 136-146.	10.2	35
3	Using product development information to spur the adoption of continuous improvement products. Journal of the Academy of Marketing Science, 2020, 48, 1156-1173.	11.2	3