

Nga N Ho-Dac

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9045593/publications.pdf>

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3
papers

443
citations

2258059

3
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

475
citing authors

#	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