



# A decade of marketing analytics and more to come: *JMA* insights

Maria Petrescu<sup>1</sup> · Anjala S. Krishen<sup>2</sup>

Accepted: 19 April 2023 / Published online: 3 May 2023  
© The Author(s), under exclusive licence to Springer Nature Limited 2023

The *Journal of Marketing Analytics* was created in 2013 by Palgrave Macmillan from the merger of the *Journal of Targeting, Measurement, and Analysis for Marketing* (2001–2012) and the *Journal of Database Marketing and Customer Strategy Management* (2001–2012) (ABDC), with Dr. Tom Breuer as its first editor-in-chief. The *JMA* team would like to thank Dr. Tom Breuer for his work and innovative thinking in starting this project. The *JMA* is a peer-reviewed journal that publishes four print and online issues per year, provides a single accessible resource for the rapidly changing field of marketing analytics, combines the best of applied scientific research and commercial best practices, and covers targeting, segmentation, big data, customer loyalty, CRM, data quality management, marketing strategy, and more. The journal also includes sophisticated analytic approaches, such as fuzzy-set qualitative comparative analysis, product reviews, and multilevel modeling to improve neighborhood targeting. It provides a means to stay informed about this rapidly changing field and leverage the power of data to achieve sustainable competitive advantage.

The *Journal of Marketing Analytics* is a publication addressing this blossoming field by combining applied research and practice papers. Its unique combination of academic research and insights from commercial best practices makes it a valuable resource for both scholars and practitioners. The journal aims to blend rigorous scientific research methods with the applicability of real-world case studies. Papers are selected through a double-blind review process based on their content and merit, ensuring the publication of the best papers in the field. *JMA* is designed to help scholars

and academics stay informed about the latest developments in the science of marketing analytics and help professionals in marketing analytics stay abreast of the latest trends and implications of cutting-edge analytics research.

In today's competitive markets, merely storing and reporting information is insufficient. Companies must possess the ability to comprehend vast amounts of data, apply insights to their market approach, respond to new competitors, and adapt to shifting market conditions. To achieve this, marketing analytics has become a central component of data-driven decision-making. Companies can no longer rely solely on intuition to make decisions, as data are now a crucial source of sustainable competitive advantage. While new products can be quickly replicated, leveraging data strategically remains one of the few effective ways companies can stand out in a globalized world, where employees are less loyal and businesses are frequently on the move.

The *JMA* is included on the ABS and ABDC journal ranking lists and is a Q1 journal by Scimago Journal&Country Rank. Figure 1 shows the citations per document as reflected by SJR. In this context, we would also like to thank our reviewers, special issue editors, publishing team, and authors who put much effort into our journal's creation and constant improvement and growth. Table 1 includes our most cited papers since 2013, according to Scopus.

We explored the essential research topics in *JMA* by performing a bibliometric analysis of the articles published in printed issues and currently online since 2013, as included in the references section. We first downloaded all the bibliometric data for each article through Scopus. Figure 2 includes a co-citation network map obtained through a network analysis in VOSViewer of the keywords provided by the authors.

The first cluster is focused on data-driven customer insights, reflecting big data and data mining use for customer segmentation, forecasting, and retail. Researchers in this group are interested in understanding how to use customer data to enhance engagement and increase customer lifetime value. The second area analyzes brand loyalty, machine learning, and sentiment analysis for social media

✉ Maria Petrescu  
petrescm@erau.edu

Anjala S. Krishen  
anjala.krishen@unlv.edu

<sup>1</sup> Department of Business Administration,  
Embry-Riddle Aeronautical University, Worldwide Campus,  
Daytona Beach, USA

<sup>2</sup> Mel Larson Endowed Chair of Marketing, Lee Business  
School, University of Nevada, Las Vegas, Las Vegas, USA



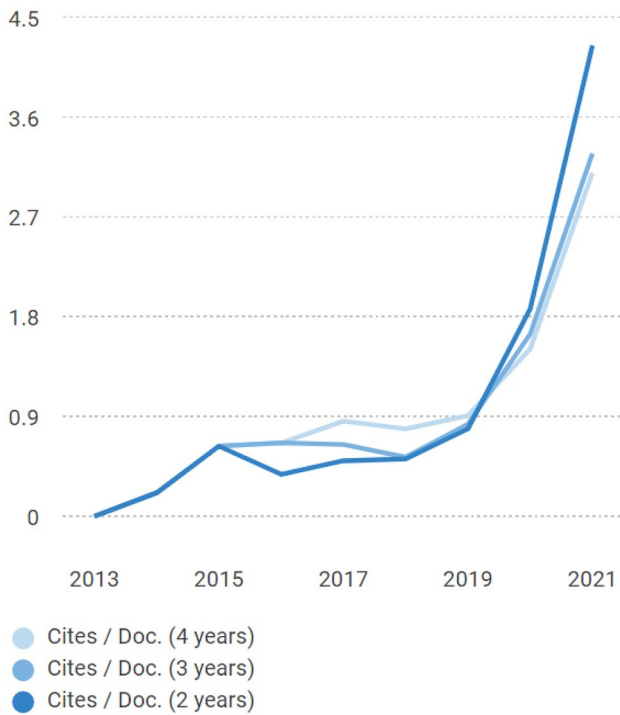


Fig. 1 Citations per document (SJR)

Table 1 Most cited articles

Publication year	Document title	Authors	Citations
2019	Partial least squares structural equation modeling using SmartPLS: a software review	Sarstedt M., Cheah J.-H	227
2013	Marketing research using single-item indicators in structural equation models	Petrescu M	161
2014	Antecedents and consequences of customer engagement in online brand communities	Chan T.K.H. et al	119
2020	Cutoff criteria for overall model fit indexes in generalized structured component analysis	Cho G., Hwang H., Sarstedt M., Ringle C.M	63
2020	Why and how to merge Scopus and Web of Science during bibliometric analysis: the case of sales force literature from 1912 to 2019	Echchakoui S	61
2014	Mining for the truly responsive customers and prospects using true-lift modeling: Comparison of new and existing methods	Kane K., Lo V.S.Y., Zheng J	38
2019	The state of marketing analytics in research and practice	Iacobucci D. et al	36
2013	Perspectives on big data	Weinberg B.D., Davis L., Berger P.D	27
2019	The communication role of social media in social marketing: a study of the community sustainability knowledge dissemination on LinkedIn and Twitter	Huang L. et al	25

marketing. Research in this cluster studies methods for using data to identify and target loyal customers and increase brand loyalty.

The marketing budget optimization group researched brand management, budget allocation, and digital marketing topics. Articles in this group discussed how to effectively manage and allocate marketing budgets to maximize brand satisfaction and loyalty. The fourth area of research reflects customer loyalty and satisfaction, as well as the use of PLS-SEM. These studies review how to measure and enhance customer satisfaction and loyalty and how to use social media to promote sustainability initiatives.

Another research stream is focused on customer relationship management, customer segmentation, and decision calculus for retention. Researchers in this cluster are interested in understanding how to use customer data to optimize retention and improve customer relationships. Finally, the last group is focused on analytics, sales, and text mining. These studies analyzed how to use analytics and text mining to improve sales performance and enhance customer engagement.

We then performed a machine-learning-based lexical, thematic analysis of the abstracts of all JMA papers using

Fig. 2 Co-citation network mapping



Leximancer to extract the essential themes approached during the ten years of publication. Similar insights were reflected in the themes extracted in this analysis, as shown in Fig. 3. The themes emphasize the central role of customers in the marketing analytics framework and their role in the modeling and application of analytics. Methodologies, modeling, forecasting, and prediction have become essential in modern analytics, especially considering the focus on the bottom line, performance, and sales.

Overall, the analysis highlights the diversity of research themes and approaches within marketing analytics, ranging from data mining and machine learning to customer relationship management and sustainability. The research areas identified in this analysis can be used to guide researchers to develop a better understanding of the key topics and themes in the field of marketing analytics. Considering the evolution of marketing analytics and the emerging themes from the ten years of JMA, we propose these topics for future research on marketing analytics:

- Integration of multiple data sources to gain more accurate and comprehensive insights into customer behavior and preferences.
- Personalization and customization, using machine learning and sentiment analysis to personalize marketing messages and products for individual customers.
- Optimization of marketing budgets and allocating resources more effectively.
- Omnichannel customer experience and optimizing touchpoints across channels.

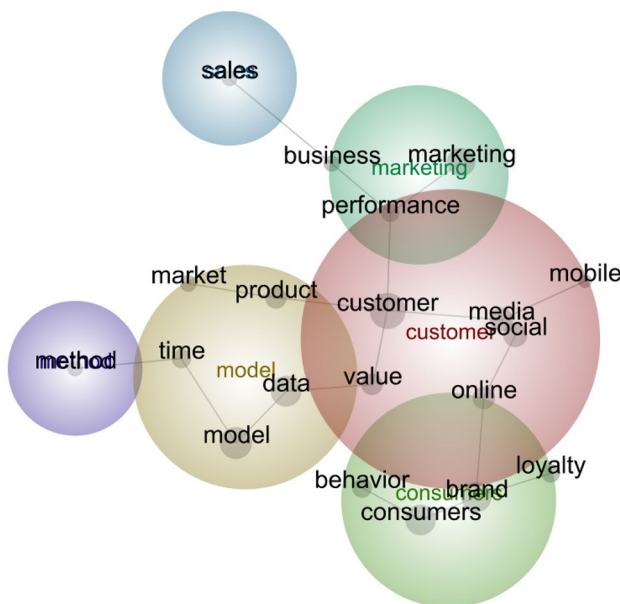


Fig. 3 Thematic analysis results

- Artificial intelligence and automation to enhance the effectiveness of marketing campaigns and improve customer experiences.

## Appendix

Abrantes, B.F. & Ostergaard, K.G. 2022, “Digital footprint wrangling: are analytics used for better or worse? A concurrent mixed methods research on the commercial (ab) use of dataveillance”, *Journal of Marketing Analytics*, vol. 10, no. 3, pp. 187–206.

Agha Kasiri, L. & Mansori, S. 2016, “Standardization, customization, and customer loyalty in service industry”, *Journal of Marketing Analytics*, vol. 4, no. 2–3, pp. 66–76.

Ahmad, S.N. 2017, “Uncovering the paths to helpful reviews using fuzzy-set qualitative comparative analysis”, *Journal of Marketing Analytics*, vol. 5, no. 2, pp. 47–56.

Alaparthy, S. & Mishra, M. 2021, “BERT: a sentiment analysis odyssey”, *Journal of Marketing Analytics*, vol. 9, no. 2, pp. 118–126.

Alemanly Oliver, M. & Vayre, J.-. 2015, “Big data and the future of knowledge production in marketing research: Ethics, digital traces, and abductive reasoning”, *Journal of Marketing Analytics*, vol. 3, no. 1, pp. 5–13.

Allaway, A.W., D’Souza, G., Berkowitz, D. & Kim, K.K. 2014, “Dynamic segmentation of loyalty program behavior”, *Journal of Marketing Analytics*, vol. 2, no. 1, pp. 18–32.

Alnsour, M.S. 2018, “Online relationship marketing for banks in face-to-face economies”, *Journal of Marketing Analytics*, vol. 6, no. 3, pp. 105–116.

Al-Weshah, G.A. 2017, “Marketing intelligence and customer relationships: Empirical evidence from Jordanian banks”, *Journal of Marketing Analytics*, vol. 5, no. 3–4, pp. 141–152.

Amoroso, S., Pattuglia, S. & Khan, I. 2021, “Do Millennials share similar perceptions of brand experience? A clusterization based on brand experience and other brand-related constructs: the case of Netflix”, *Journal of Marketing Analytics*, vol. 9, no. 1, pp. 33–43.

Anand, A., Agarwal, M., Bansal, G. & Garmabaki, A.H.S. 2016, “Studying product diffusion based on market coverage”, *Journal of Marketing Analytics*, vol. 4, no. 4, pp. 135–146.

Bakher Naseri, M. & Elliott, G. 2013, “The diffusion of online shopping in Australia: Comparing the bass, logistic and gompertz growth models”, *Journal of Marketing Analytics*, vol. 1, no. 1, pp. 49–60.

Ball, L. & Elworthy, J. 2014, “Fake or real? The computational detection of online deceptive text”, *Journal of Marketing Analytics*, vol. 2, no. 3, pp. 187–201.



- Banerjee, S., Sultan, F. & Hofacker, C.F. 2022, “Discovering synergies and conflicts in online and offline in-store engagement”, *Journal of Marketing Analytics*, .
- Banerjee, S., Viswanathan, V., Raman, K. & Ying, H. 2013, “Assessing prime-time for geotargeting with mobile big data”, *Journal of Marketing Analytics*, vol. 1, no. 3, pp. 174–183.
- Belaid, S., Mrad, S.B., Lacoueilhe, J. & Petrescu, M. 2017, “Are brand benefits perceived differently in less developed economies? A scale development and validation”, *Journal of Marketing Analytics*, vol. 5, no. 3–4, pp. 111–120.
- Berger, P.D. 2016, “One man’s path to marketing analytics”, *Journal of Marketing Analytics*, vol. 4, no. 1, pp. 1–13.
- Bischoff, J., Berezan, O. & Scardicchio, L. 2019, “The digital self and customer loyalty: from theory to virtual reality”, *Journal of Marketing Analytics*, vol. 7, no. 4, pp. 220–233.
- Bishnoi, V.K. & Kumar, A. 2016, “Aaker’s brand personality scale is not universal – Explanation and reasons for bikes in India”, *Journal of Marketing Analytics*, vol. 4, no. 1, pp. 14–27.
- Blozis, S.A. 2022, “Bayesian two-part multilevel model for longitudinal media use data”, *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 311–328.
- Blozis, S.A., Villarreal, R., Thota, S. & Imparato, N. 2019, “Using a two-part mixed-effects model for understanding daily, individual-level media behavior”, *Journal of Marketing Analytics*, vol. 7, no. 4, pp. 234–250.
- Boire, R. 2013, “Is predictive analytics for marketers really that accurate?”, *Journal of Marketing Analytics*, vol. 1, no. 2, pp. 118–123.
- Bozkurt, S., Gligor, D. & Gligor, N. 2022, “Investigating the impact of psychological customer engagement on customer engagement behaviors: the moderating role of customer commitment”, *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 408–424.
- Branda, A.F., Lala, V. & Gopalakrishna, P. 2018, “The marketing analytics orientation (MAO) of firms: identifying factors that create highly analytical marketing practices”, *Journal of Marketing Analytics*, vol. 6, no. 3, pp. 84–94.
- Breur, T. 2016, “Statistical power analysis and the contemporary “crisis” in social sciences”, *Journal of Marketing Analytics*, vol. 4, no. 2–3, pp. 61–65.
- Breur, T. 2016, “US elections: How could predictions be so wrong?”, *Journal of Marketing Analytics*, vol. 4, no. 4, pp. 125–134.
- Breur, T. 2015, “Big data and the internet of things”, *Journal of Marketing Analytics*, vol. 3, no. 1, pp. 1–4.
- Breur, T. 2014, “Editorial”, *Journal of Marketing Analytics*, vol. 2, no. 4, pp. 203–204.
- Breur, T. 2013, “Editorial”, *Journal of Marketing Analytics*, vol. 1, no. 2, pp. 63.
- Breur, T. 2013, “Editorial”, *Journal of Marketing Analytics*, vol. 1, no. 1, pp. 1–2.
- Brudvig, S., Brusco, M.J. & Cradit, J.D. 2019, “Joint selection of variables and clusters: recovering the underlying structure of marketing data”, *Journal of Marketing Analytics*, vol. 7, no. 1, pp. 1–12.
- Brüggemann, P. & Lehmann-Zschunke, N. 2023, “How to reduce termination on freemium platforms—literature review and empirical analysis”, *Journal of Marketing Analytics*, .
- Brüggemann, P. & Rajguru, K. 2022, “Comprehensive Meta-Analysis (CMA) 3.0: a software review”, *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 425–429.
- Bui, T.-. 2021, “Discovering shopping visitors’ behavior and preferences using geo-tagged social photos: a case study of Los Angeles City”, *Journal of Marketing Analytics*, vol. 9, no. 2, pp. 127–143.
- Cain, P.M. 2014, “Brand management and the marketing mix model”, *Journal of Marketing Analytics*, vol. 2, no. 1, pp. 33–42.
- Caputo, A. & Kargina, M. 2022, “A user-friendly method to merge Scopus and Web of Science data during bibliometric analysis”, *Journal of Marketing Analytics*, vol. 10, no. 1, pp. 82–88.
- Cham, T.-., Cheah, J.-., Memon, M.A., Fam, K.-. & László, J. 2022, “Digitalization and its impact on contemporary marketing strategies and practices”, *Journal of Marketing Analytics*, vol. 10, no. 2, pp. 103–105.
- Chan, T.K.H., Zheng, X., Cheung, C.M.K., Lee, M.K.O. & Lee, Z.W.Y. 2014, “Antecedents and consequences of customer engagement in online brand communities”, *Journal of Marketing Analytics*, vol. 2, no. 2, pp. 81–97.
- Chen, X., Yu, H. & Yu, F. 2015, “What is the optimal number of response alternatives for rating scales? From an information processing perspective”, *Journal of Marketing Analytics*, vol. 3, no. 2, pp. 69–78.
- Cheong, H. & Park, J.S. 2015, “How do consumers in the web 2.0 era get information? social media users’ use of and reliance on traditional media”, *Journal of Marketing Analytics*, vol. 3, no. 3, pp. 135–146.
- Cho, G., Hwang, H., Sarstedt, M. & Ringle, C.M. 2020, “Cutoff criteria for overall model fit indexes in generalized structured component analysis”, *Journal of Marketing Analytics*, vol. 8, no. 4, pp. 189–202.
- Cho, J. & Janda, S. 2022, “Perception carryover in cross-buying: the role of interpurchase time and product locus”, *Journal of Marketing Analytics*, .
- Chu, W. & Joo, J. 2022, “Targeting effectiveness of mobile coupons: from exposure to purchase”, *Journal of Marketing Analytics*, .
- Colias, J.V., Park, S. & Horn, E. 2021, “Optimizing B2B product offers with machine learning, mixed logit,



and nonlinear programming”, *Journal of Marketing Analytics*, vol. 9, no. 3, pp. 157–172.

Comm, C.L. & Mathaisel, D.F.X. 2018, “The use of analytics to market the sustainability of “Unique” products”, *Journal of Marketing Analytics*, vol. 6, no. 4, pp. 150–156.

Crespo, C.F., Ferreira, A.G. & Cardoso, R.M. 2023, “The influence of storytelling on the consumer–brand relationship experience”, *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 41–56.

da Cunha Brandão, A.M.P. & Barbedo, H.E.M. 2022, “Going (in)conspicuous: antecedents and moderators of luxury consumption”, *Journal of Marketing Analytics*, .

da Silva Wegner, R., da Silva, D.J.C., da Veiga, C.P., de Fátima Barros Estivalete, V., Rossato, V.P. & Malheiros, M.B. 2023, “Performance analysis of social media platforms: evidence of digital marketing”, *Journal of Marketing Analytics*, .

Dam, N.A.K., Le Dinh, T. & Menvielle, W. 2019, “A systematic literature review of big data adoption in internationalization”, *Journal of Marketing Analytics*, vol. 7, no. 3, pp. 182–195.

Damberg, S., Schwaiger, M. & Ringle, C.M. 2022, “What’s important for relationship management? The mediating roles of relational trust and satisfaction for loyalty of cooperative banks’ customers”, *Journal of Marketing Analytics*, vol. 10, no. 1, pp. 3–18.

Dar, I.B., Khan, M.B., Khan, A.Z. & Mujtaba, B.G. 2021, “A qualitative analysis of the marketing analytics literature: where would ethical issues and legality rank?”, *Journal of Marketing Analytics*, vol. 9, no. 3, pp. 242–261.

Dass, M., Moradi, M. & Zihagh, F. 2022, “Forecasting purchase rates of new products introduced in existing categories”, *Journal of Marketing Analytics*, .

de Almeida, W.M. & da Veiga, C.P. 2022, “Does demand forecasting matter to retailing?”, *Journal of Marketing Analytics*, .

Débordès, J.-., Caporossi, G. & Larocque, D. 2021, “Is my cross-promotion profitable? Evaluation of game-to-game cannibalization in free-to-play mobile games”, *Journal of Marketing Analytics*, vol. 9, no. 3, pp. 173–184.

Dehdashti, Y., Ratchford, B.T. & Namin, A. 2018, “Who searches where? A new car buyer study”, *Journal of Marketing Analytics*, vol. 6, no. 2, pp. 44–52.

Dogan, V. 2018, “A novel method for detecting careless respondents in survey data: floodlight detection of careless respondents”, *Journal of Marketing Analytics*, vol. 6, no. 3, pp. 95–104.

Dong, X. & Koppelman, F.S. 2014, “Comparison of continuous and discrete representations of unobserved heterogeneity in logit models”, *Journal of Marketing Analytics*, vol. 2, no. 1, pp. 43–58.

Dong, X. & Xie, Y. 2014, “An empirical study of physicians’ sample-dispensing decisions: Evidence for the roles

of experimentation and subsidy”, *Journal of Marketing Analytics*, vol. 2, no. 3, pp. 135–161.

Doong, S.H. 2022, “Comparing the effect of interactivity and reputation on purchase intention in live commerce: a serial mediation study”, *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 329–340.

Echchakoui, S. 2020, “Why and how to merge Scopus and Web of Science during bibliometric analysis: the case of sales force literature from 1912 to 2019”, *Journal of Marketing Analytics*, vol. 8, no. 3, pp. 165–184.

Echchakoui, S. 2018, “An analytical model that links customer-perceived value and competitive strategies”, *Journal of Marketing Analytics*, vol. 6, no. 4, pp. 138–149.

Elsharnouby, M.H., Elsharnouby, T.H., Jayawardhena, C. & Elbedweihy, A.M. 2023, “Consumers as volunteers? The influence of value congruence on consumers’ voluntary performance”, *Journal of Marketing Analytics*, .

Ertz, M. & Leblanc-Proulx, S. 2019, “Review of a proposed methodology for bibliometric and visualization analyses for organizations: application to the collaboration economy”, *Journal of Marketing Analytics*, vol. 7, no. 2, pp. 84–93.

Ferguson, J.R. 2020, “Data-driven decision making via sales analytics: introduction to the special issue”, *Journal of Marketing Analytics*, vol. 8, no. 3, pp. 125–126.

Franses, P.H. 2021, “Marketing response and temporal aggregation”, *Journal of Marketing Analytics*, vol. 9, no. 2, pp. 111–117.

Ghorbani, Z., Kargar, S., Saberi, A., Haghighinasab, M., Jamali, S.M. & Ale Ebrahim, N. 2022, “Trends and patterns in digital marketing research: bibliometric analysis”, *Journal of Marketing Analytics*, vol. 10, no. 2, pp. 158–172.

Ghose, S. & Lowengart, O. 2013, “Consumer choice and preference for brand categories”, *Journal of Marketing Analytics*, vol. 1, no. 1, pp. 3–17.

Ghosh, P., Saha, S., Sanyal, S.N. & Mukherjee, S. 2021, “Positioning of private label brands of men’s apparel against national brands”, *Journal of Marketing Analytics*, vol. 9, no. 3, pp. 210–227.

Goldring, D. 2017, “Constructing brand value proposition statements: A systematic literature review”, *Journal of Marketing Analytics*, vol. 5, no. 2, pp. 57–67.

Grimm, M.S. & Wagner, R. 2022, “Challenging the linearity assumption of intra-brand image confusion”, *Journal of Marketing Analytics*, .

Guo, J., Gou, S. & Li, W. 2022, “Helpful advertising messages reach consumers through user-generated videos: an empirical study from the audience involvement perspective”, *Journal of Marketing Analytics*, .

Hanna, R.C., Swain, S.D. & Berger, P.D. 2016, “Optimizing time-limited price promotions”, *Journal of Marketing Analytics*, vol. 4, no. 2–3, pp. 77–92.



- Harmath, P., Feeney, R. & Ramoni-Perazzi, J. 2022, "Producers' brand-dealer dual loyalty to capital equipment", *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 390–407.
- Harris, R. & Feng, Y. 2016, "Putting the geography into geodemographics: Using multilevel modelling to improve neighbourhood targeting - A case study of Asian pupils in London", *Journal of Marketing Analytics*, vol. 4, no. 2–3, pp. 93–107.
- Harrison, D.E. & Ajjan, H. 2019, "Customer relationship management technology: bridging the gap between marketing education and practice", *Journal of Marketing Analytics*, vol. 7, no. 4, pp. 205–219.
- Haverila, M., Haverila, K., McLaughlin, C. & Arora, M. 2022, "Engagement, participation, and relationship quality in the context of co-creation in brand communities", *Journal of Marketing Analytics*, vol. 10, no. 3, pp. 232–249.
- Haverila, M.J., Haverila, K., McLaughlin, C. & Arora, M. 2023, "The influence of the number of brand community memberships on customer centric measures", *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 5–20.
- Haverila, M.J., Haverila, K., McLaughlin, C. & Tran, H. 2022, "The impact of tangible and intangible rewards on online loyalty program, brand engagement, and attitudinal loyalty", *Journal of Marketing Analytics*, vol. 10, no. 1, pp. 64–81.
- Hiziroglu, A. 2013, "A neuro-fuzzy two-stage clustering approach to customer segmentation", *Journal of Marketing Analytics*, vol. 1, no. 4, pp. 202–221.
- Hosseini, M. & Shabani, M. 2015, "New approach to customer segmentation based on changes in customer value", *Journal of Marketing Analytics*, vol. 3, no. 3, pp. 110–121.
- Hoyle, J.A., Dingus, R. & Wilson, J.H. 2020, "An exploration of sales forecasting: sales manager and salesperson perspectives", *Journal of Marketing Analytics*, vol. 8, no. 3, pp. 127–136.
- Hsiao, M.-. 2021, "Influence of interpersonal competence on behavioral intention in social commerce through customer-perceived value", *Journal of Marketing Analytics*, vol. 9, no. 1, pp. 44–55.
- Hu, J. 2022, "Customer feature selection from high-dimensional bank direct marketing data for uplift modeling", *Journal of Marketing Analytics*, .
- Huang, E.Y. & Tsui, C.-. 2016, "Assessing customer retention in B2C electronic commerce: An empirical study", *Journal of Marketing Analytics*, vol. 4, no. 4, pp. 172–185.
- Huang, L. 2023, "A moderation of business misdeeds on corporate remedy strategies", *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 21–31.
- Huang, L. 2017, "Birds of a feather: A normative model of assessing consumers' satisfaction in a generalized expectation–disconfirmation paradigm", *Journal of Marketing Analytics*, vol. 5, no. 1, pp. 5–13.
- Huang, L., Clarke, A., Heldsinger, N. & Tian, W. 2019, "The communication role of social media in social marketing: a study of the community sustainability knowledge dissemination on LinkedIn and Twitter", *Journal of Marketing Analytics*, vol. 7, no. 2, pp. 64–75.
- Iacobucci, D. & Grisaffe, D. 2018, "Perceptual maps via enhanced correspondence analysis: representing confidence regions to clarify brand positions", *Journal of Marketing Analytics*, vol. 6, no. 3, pp. 72–83.
- Iacobucci, D., Grisaffe, D. & Desarbo, W. 2017, "Statistical perceptual maps: Using confidence region ellipses to enhance the interpretations of brand positions in multidimensional scaling", *Journal of Marketing Analytics*, vol. 5, no. 3–4, pp. 81–98.
- Iacobucci, D., Petrescu, M., Krishen, A. & Bendixen, M. 2019, "The state of marketing analytics in research and practice", *Journal of Marketing Analytics*, vol. 7, no. 3, pp. 152–181.
- Irani-Kermani, R., Jaenicke, E.C. & Mirshani, A. 2022, "Accommodating heterogeneity in brand loyalty estimation: application to the U.S. beer retail market", *Journal of Marketing Analytics*, .
- Izogo, E.E. & Jayawardhena, C. 2019, "Building committed online shoppers through shopping goals and switching cost", *Journal of Marketing Analytics*, vol. 7, no. 3, pp. 127–140.
- Jalali, N., Moon, S. & Kim, M.-. 2022, "Profiling diverse reviewer segments using online reviews of service industries", *Journal of Marketing Analytics*, .
- Juhl, H.J. & Christensen, M. 2013, "Portfolio optimization and performance evaluation: An application to a customer portfolio", *Journal of Marketing Analytics*, vol. 1, no. 3, pp. 156–173.
- Kaabachi, S., Ben Mrad, S. & Barreto, T. 2022, "Reshaping the bank experience for GEN Z in France", *Journal of Marketing Analytics*, vol. 10, no. 3, pp. 219–231.
- Kachroo, P. & Kachen, S. 2018, "Item placement for questionnaire design for optimal reliability", *Journal of Marketing Analytics*, vol. 6, no. 4, pp. 120–126.
- Kanchanapoom, K. & Chongwatpol, J. 2022, "Integrated customer lifetime value (CLV) and customer migration model to improve customer segmentation", *Journal of Marketing Analytics*, .
- Kandogan, Y. 2023, "A comprehensive multi-country study of country-of-origin effects using actual product ownerships", *Journal of Marketing Analytics*, .
- Kane, K., Lo, V.S.Y. & Zheng, J. 2014, "Mining for the truly responsive customers and prospects using true-lift modeling: Comparison of new and existing methods", *Journal of Marketing Analytics*, vol. 2, no. 4, pp. 218–238.
- Kato, T. 2021, "Brand loyalty explained by concept recall: recognizing the significance of the brand concept





compared to features”, *Journal of Marketing Analytics*, vol. 9, no. 3, pp. 185–198.

Kato, T. 2020, “Differences in delivery times’ effects on purchase intentions by the purchase candidates’ sequencing in the Japanese automotive industry”, *Journal of Marketing Analytics*, vol. 8, no. 4, pp. 234–244.

Kato, T. 2019, “Loyalty management in durable consumer goods: trends in the influence of recommendation intention on repurchase intention by time after purchase”, *Journal of Marketing Analytics*, vol. 7, no. 2, pp. 76–83.

Kato, T. & Miura, T. 2021, “The impact of questionnaire length on the accuracy rate of online surveys”, *Journal of Marketing Analytics*, vol. 9, no. 2, pp. 83–98.

Kato, T., Takenaka, N., Ito, R. & Nishiguchi, K. 2022, “Selection versus scale: Loyalty indices for brand management”, *Journal of Marketing Analytics*, .

Kautish, P., Khare, A. & Sharma, R. 2022, “Health insurance policy renewal: an exploration of reputation, performance, and affect to understand customer inertia”, *Journal of Marketing Analytics*, vol. 10, no. 3, pp. 261–278.

Khademi Gerashi, M. & Fakhreddin, F. 2021, “Influence of emotions on purchase loyalty among child consumers: the moderating role of family communication patterns”, *Journal of Marketing Analytics*, vol. 9, no. 4, pp. 298–310.

Khare, A. 2020, “Location and agglomeration factors predicting retailers’ preference for Indian malls”, *Journal of Marketing Analytics*, vol. 8, no. 4, pp. 245–266.

Kim, H.G. & Wang, Z. 2019, “Defining and measuring social customer-relationship management (CRM) capabilities”, *Journal of Marketing Analytics*, vol. 7, no. 1, pp. 40–50.

Kim, S. 2022, “Different ethnicities with different fashion preferences, or one nationality with similar fashion preferences?”, *Journal of Marketing Analytics*, .

Klabi, F. 2020, “To what extent do conspicuous consumption and status consumption reinforce the effect of self-image congruence on emotional brand attachment? Evidence from the Kingdom of Saudi Arabia”, *Journal of Marketing Analytics*, vol. 8, no. 2, pp. 99–117.

Kolhede, E., Gomez-Arias, J.T. & Maximova, A. 2022, “Price elasticity in the performing arts: a segmentation approach”, *Journal of Marketing Analytics*, .

Koosha, H. & Albadvi, A. 2015, “Customer lifetime valuation using real options analysis”, *Journal of Marketing Analytics*, vol. 3, no. 3, pp. 122–134.

Koubaa, Y., Tabbane, R.S. & Hamouda, M. 2017, “Segmentation of the senior market: How do different variable sets discriminate between senior segments?”, *Journal of Marketing Analytics*, vol. 5, no. 3–4, pp. 99–110.

Krishen, A.S. & Petrescu, M. 2022, “Is all academic service distributed equally?”, *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 297–298.

Krishen, A.S. & Petrescu, M. 2021, “Interdisciplinary research as methodologically and substantively creative”, *Journal of Marketing Analytics*, vol. 9, no. 1.

Krishen, A.S. & Petrescu, M. 2021, “The “Elephant in the Room”: interrogating the sample demographics”, *Journal of Marketing Analytics*, vol. 9, no. 4, pp. 263–264.

Krishen, A.S. & Petrescu, M. 2020, “What’s in a number? The interesting challenge of knowledge diffusion”, *Journal of Marketing Analytics*, vol. 8, no. 1.

Krishen, A.S. & Petrescu, M. 2019, “Data-driven decision making: implementing analytics to transform academic culture”, *Journal of Marketing Analytics*, vol. 7, no. 2, pp. 51–53.

Krishen, A.S. & Petrescu, M. 2018, “Analytics from our scholarly closets: The connections between data, information, and knowledge”, *Journal of Marketing Analytics*, vol. 6, no. 1, pp. 1–5.

Krishen, A.S. & Petrescu, M. 2018, “Marketing analytics: delineating the field while welcoming crossover”, *Journal of Marketing Analytics*, vol. 6, no. 4, pp. 117–119.

Krishen, A.S. & Petrescu, M. 2017, “The world of analytics: Interdisciplinary, inclusive, insightful, and influential”, *Journal of Marketing Analytics*, vol. 5, no. 1, pp. 1–4.

Le, M.T.H. 2023, “Does brand love lead to brand addiction?”, *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 57–68.

Lee, Y.Y. & Gan, C.L. 2020, “Applications of SOR and para-social interactions (PSI) towards impulse buying: the Malaysian perspective”, *Journal of Marketing Analytics*, vol. 8, no. 2, pp. 85–98.

Lee, Y.Y., Gan, C.L. & Liew, T.W. 2022, “Do E-wallets trigger impulse purchases? An analysis of Malaysian Gen-Y and Gen-Z consumers”, *Journal of Marketing Analytics*, .

Legare, J., Yao, P. & Lo, V.S.Y. 2022, “A case for conducting business-to-business experiments with multi-arm multi-stage adaptive designs”, *Journal of Marketing Analytics*, .

Legg, M. & Ampountolas, A. 2023, “How music listening preferences play a role in casino showroom offers”, *Journal of Marketing Analytics*, .

Legg, M., Webb, T. & Ampountolas, A. 2022, “Marketing to the next generation of casino patrons”, *Journal of Marketing Analytics*, vol. 10, no. 1, pp. 89–101.

Leite, L. 2022, “Brand valuation: how convergent (or divergent) are global brand rankings and how correlated is brand value to enterprise value?”, *Journal of Marketing Analytics*, .

Leong, C.-., Loi, A.M.-. & Woon, S. 2022, “The influence of social media eWOM information on purchase intention”, *Journal of Marketing Analytics*, vol. 10, no. 2, pp. 145–157.

Leventhal, B. & Langdell, S. 2013, “Adding value to business applications with embedded advanced analytics”, *Journal of Marketing Analytics*, vol. 1, no. 2, pp. 64–70.



- Li, J. & McCrary, R. 2022, “Consumer communications and current events: a cross-cultural study of the change in consumer response to company social media posts due to the COVID-19 pandemic”, *Journal of Marketing Analytics*, vol. 10, no. 2, pp. 173–183.
- Li, L. & Kang, K. 2022, “Understanding the real-time interaction between middle-aged consumers and online experts based on the COM-B model”, *Journal of Marketing Analytics*, .
- Li, L., Kang, K., Feng, Y. & Zhao, A. 2022, “Factors affecting online consumers’ cultural presence and cultural immersion experiences in live streaming shopping”, *Journal of Marketing Analytics*, .
- Liang, B. & Fu, W. 2021, “The choice of brand extension: the moderating role of brand loyalty on fit and brand familiarity”, *Journal of Marketing Analytics*, vol. 9, no. 1, pp. 17–32.
- Lin, H.-. & Yang, S.-. 2014, “An eye movement study of attribute framing in online shopping”, *Journal of Marketing Analytics*, vol. 2, no. 2, pp. 72–80.
- Lindridge, A., Vijaygopal, R. & Dibb, S. 2014, “The manifestation of culture in product purchase: A cross-cultural comparison”, *Journal of Marketing Analytics*, vol. 2, no. 4, pp. 250–263.
- Liu, H.-. 2013, “A personalized consideration set recommender system: A hierarchical Bayesian approach”, *Journal of Marketing Analytics*, vol. 1, no. 2, pp. 81–98.
- Liu, Y., Laguna, J., Wright, M. & He, H. 2014, “Media mix modeling – A Monte Carlo simulation study”, *Journal of Marketing Analytics*, vol. 2, no. 3, pp. 173–186.
- Llorens, M. & Hernández, A. 2021, “A study on the downloading intention of fashion retailers’ apps”, *Journal of Marketing Analytics*, vol. 9, no. 4, pp. 349–362.
- Lo, V.S.Y. & Pachamanova, D.A. 2015, “From predictive uplift modeling to prescriptive uplift analytics: A practical approach to treatment optimization while accounting for estimation risk”, *Journal of Marketing Analytics*, vol. 3, no. 2, pp. 79–95.
- López Fernández, A.M. 2013, “Influence of corporate social responsibility on consumers’ shopping behavior and determining competitive posture of the firm”, *Journal of Marketing Analytics*, vol. 1, no. 4, pp. 222–233.
- Lopez, A., Guerra, E., Gonzalez, B. & Madero, S. 2020, “Consumer sentiments toward brands: the interaction effect between brand personality and sentiments on electronic word of mouth”, *Journal of Marketing Analytics*, vol. 8, no. 4, pp. 203–223.
- López-Fernández, A.M. 2020, “Price sensitivity versus ethical consumption: a study of Millennial utilitarian consumer behavior”, *Journal of Marketing Analytics*, vol. 8, no. 2, pp. 57–68.
- Ma, Z. & Palacios, S. 2021, “Image-mining: exploring the impact of video content on the success of crowdfunding”, *Journal of Marketing Analytics*, vol. 9, no. 4, pp. 265–285.
- Malthouse, E.C., Wang, W.-., Calder, B.J. & Collinger, T. 2019, “Process control for monitoring customer engagement”, *Journal of Marketing Analytics*, vol. 7, no. 2, pp. 54–63.
- Marinakos, G. & Daskalaki, S. 2017, “Imbalanced customer classification for bank direct marketing”, *Journal of Marketing Analytics*, vol. 5, no. 1, pp. 14–30.
- Martínez López, F.J., García Ordaz, M., Arteaga Sánchez, R. & Infante Moro, A. 2015, “The presence of large Spanish companies in online social networks”, *Journal of Marketing Analytics*, vol. 3, no. 4, pp. 171–186.
- Martínez, A., Salafranca, A., Sipols, A.E., de Blas, C.S. & van Hengel, D. 2022, “Distributed lags using elastic-net regularization for market response models: focus on predictive and explanatory capacity”, *Journal of Marketing Analytics*, .
- Martinez, B.M. & McAndrews, L.E. 2022, “Do you take..? The effect of mobile payment solutions on use intention: an application of UTAUT2”, *Journal of Marketing Analytics*, .
- Mathaisel, D.F.X. & Comm, C.L. 2021, “Political marketing with data analytics”, *Journal of Marketing Analytics*, vol. 9, no. 1, pp. 56–64.
- Mathaisel, D.F.X. & Comm, C.L. 2020, “The contribution of analytic visualizations to the marketing of sustainable products”, *Journal of Marketing Analytics*, vol. 8, no. 1, pp. 31–38.
- Mathur, A., Ong, F.S., Fatt, C.K., Rakrachakarn, P. & Moschis, G.P. 2017, “Beyond cognitive age: Developing a multitheoretical measure of age and its assessment”, *Journal of Marketing Analytics*, vol. 5, no. 1, pp. 31–43.
- Mathur, M. 2022, “Who pulls the strings: firm strategy or firm environment in controlling firm risk?”, *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 341–359.
- Meirovich, G., Jeon, M.M. & Coleman, L.J. 2020, “Interaction of normative and predictive expectations in customer satisfaction and emotions”, *Journal of Marketing Analytics*, vol. 8, no. 2, pp. 69–84.
- Merkle, A.C., Hessick, C., Leggett, B.R., Goehrig, L. & O’Connor, K. 2020, “Exploring the components of brand equity amid declining ticket sales in Major League Baseball”, *Journal of Marketing Analytics*, vol. 8, no. 3, pp. 149–164.
- Michis, A.A. 2022, “Retail distribution evaluation in brand-level sales response models”, *Journal of Marketing Analytics*, .
- Moriyama, T. & Kuwano, M. 2022, “Causal inference for contemporaneous effects and its application to tourism product sales data”, *Journal of Marketing Analytics*, vol. 10, no. 3, pp. 250–260.





- Moriyama, T., Kuwano, M. & Nakayama, M. 2023, "A statistical method for estimating piecewise linear sales trends", *Journal of Marketing Analytics*, .
- Moussa, S. 2016, "A two-step item response theory procedure for a better measurement of marketing constructs", *Journal of Marketing Analytics*, vol. 4, no. 1, pp. 28–50.
- Muk, A. 2013, "What factors influence millennials to like brand pages?", *Journal of Marketing Analytics*, vol. 1, no. 3, pp. 127–137.
- Najjar, H. & Najar, C. 2022, "From relational benefits to consumer loyalty across international perspective: a meta-analytic structural equation modeling", *Journal of Marketing Analytics*, .
- Ng, M., Law, M. & Lin, K.-K. 2022, "Determinants of smartphone brand switching intention of consumers in Hong Kong", *Journal of Marketing Analytics*, .
- Nguyen, T.T.T. & Tong, S. 2022, "The impact of user-generated content on intention to select a travel destination", *Journal of Marketing Analytics*, .
- Nie, D., Scriney, M., Liang, X. & Roantree, M. 2022, "From data acquisition to validation: a complete workflow for predicting individual customer lifetime value", *Journal of Marketing Analytics*, .
- Nisar, T.M. & Prabhakar, G. 2017, "Exploring the key drivers behind the adoption of mobile banking services", *Journal of Marketing Analytics*, vol. 5, no. 3–4, pp. 153–162.
- Noonan, K.E. & Coleman, L.J. 2013, "Marketing to green communities: How to successfully reach the green consumer", *Journal of Marketing Analytics*, vol. 1, no. 1, pp. 18–31.
- Nosi, C., Alberto Pratesi, C. & D'Agostino, A. 2014, "A benefit segmentation of the Italian market for full electric vehicles", *Journal of Marketing Analytics*, vol. 2, no. 2, pp. 120–134.
- Nuortimo, K. & Harkonen, J. 2019, "Establishing an automated brand index based on opinion mining: analysis of printed and social media", *Journal of Marketing Analytics*, vol. 7, no. 3, pp. 141–151.
- Nuortimo, K., Karvonen, E. & Härkönen, J. 2020, "Establishing social media firestorm scale via large dataset media analytics", *Journal of Marketing Analytics*, vol. 8, no. 4, pp. 224–233.
- Oechsle, F. 2022, "Increasing the robustness of uplift modeling using additional splits and diversified leaf select", *Journal of Marketing Analytics*, .
- Oney, E. & Aghaei, I. 2022, "Consumer complaint intentions: the impact of general and specific self-confidence", *Journal of Marketing Analytics*, .
- Oppenheimer, B. 2022, "Including "touch-and-feel" in online consumer research: optimizing information gain given costs of data online versus in-person", *Journal of Marketing Analytics*, .
- Paetz, J. 2015, "Campaign management design based on segmentation by rank clusters", *Journal of Marketing Analytics*, vol. 3, no. 4, pp. 187–214.
- Pai, D.R. & Bhatt, S. 2023, "Is suggestive selling effective in increasing sales? Investigating its role in store promotion strategy using retail chain data from the U.S.", *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 32–40.
- Palazzo, M., Vollero, A. & Siano, A. 2016, "Identifying new segments from a global branding perspective: A three-country study", *Journal of Marketing Analytics*, vol. 4, no. 4, pp. 159–171.
- Patil, V.H. 2014, "Identification of influential marketing scholars and their institutions using social network analysis", *Journal of Marketing Analytics*, vol. 2, no. 4, pp. 239–249.
- Patil, V.H. & Franken, F.H. 2022, "Correction to: Visualization of statistically significant correlation coefficients from a correlation matrix: a call for a change in practice (*Journal of Marketing Analytics*, (2021), 9, 4, (286–297), <https://doi.org/10.1057/s41270-021-00120-z>)", *Journal of Marketing Analytics*, vol. 10, no. 1, pp. 102.
- Patil, V.H. & Franken, F.H. 2021, "Visualization of statistically significant correlation coefficients from a correlation matrix: a call for a change in practice", *Journal of Marketing Analytics*, vol. 9, no. 4, pp. 286–297.
- Peltier, J., Zahay, D. & Krishen, A.S. 2013, "A hierarchical IMC data integration and measurement framework and its impact on CRM system quality and customer performance", *Journal of Marketing Analytics*, vol. 1, no. 1, pp. 32–48.
- Pérez Rave, J.I., Jaramillo Álvarez, G.P. & Correa Morales, J.C. 2022, "Psycho-managerial text mining (PMTM): a framework for developing and validating psychological/managerial constructs from a theory/text-driven approach", *Journal of Marketing Analytics*, .
- Petrescu, M. 2013, "Marketing research using single-item indicators in structural equation models", *Journal of Marketing Analytics*, vol. 1, no. 2, pp. 99–117.
- Petrescu, M. & Krishen, A.S. 2023, "Mapping 2022 in *Journal of Marketing Analytics*: what lies ahead?", *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 1–4.
- Petrescu, M. & Krishen, A.S. 2022, "Co-creating transformative value in marketing analytics", *Journal of Marketing Analytics*, vol. 10, no. 1.
- Petrescu, M. & Krishen, A.S. 2022, "The evolving crisis of the peer-review process", *Journal of Marketing Analytics*, vol. 10, no. 3, pp. 185–186.
- Petrescu, M. & Krishen, A.S. 2021, "A tribute to our heroes and thoughts about collaborative relationships", *Journal of Marketing Analytics*, vol. 9, no. 2, pp. 81–82.
- Petrescu, M. & Krishen, A.S. 2021, "Focusing on the quality and performance implications of marketing analytics", *Journal of Marketing Analytics*, vol. 9, no. 3, pp. 155–156.



- Petrescu, M. & Krishen, A.S. 2020, "The dilemma of social media algorithms and analytics", *Journal of Marketing Analytics*, vol. 8, no. 4, pp. 187–188.
- Petrescu, M. & Krishen, A.S. 2020, "The importance of high-quality data and analytics during the pandemic", *Journal of Marketing Analytics*, vol. 8, no. 2, pp. 43–44.
- Petrescu, M. & Krishen, A.S. 2019, "Software and data in analytics: lending theory to practice", *Journal of Marketing Analytics*, vol. 7, no. 3, pp. 125–126.
- Petrescu, M. & Krishen, A.S. 2019, "Strength in diversity: methods and analytics", *Journal of Marketing Analytics*, vol. 7, no. 4, pp. 203–204.
- Petrescu, M. & Krishen, A.S. 2018, "Analyzing the analytics: Data privacy concerns", *Journal of Marketing Analytics*, vol. 6, no. 2, pp. 41–43.
- Petrescu, M. & Krishen, A.S. 2018, "Novel retail technologies and marketing analytics", *Journal of Marketing Analytics*, vol. 6, no. 3, pp. 69–71.
- Petrescu, M. & Krishen, A.S. 2017, "Marketing analytics: From practice to academia", *Journal of Marketing Analytics*, vol. 5, no. 2, pp. 45–46.
- Piriyakul, I. & Piriyakul, R. 2022, "The moderating effect of influencer on the causal map of mutual information, coproducer and customer value: a thematic analysis of messages posted by brand communities", *Journal of Marketing Analytics*, vol. 10, no. 2, pp. 131–144.
- Polynskaya, G.A. 2021, "Application of constrained association method for determination of the development factors of the quick service restaurant industry", *Journal of Marketing Analytics*, vol. 9, no. 4, pp. 328–348.
- Prashar, S., Parsad, C., Tata, S.V. & Sahay, V. 2015, "Impulsive buying structure in retailing: An interpretive structural modeling approach", *Journal of Marketing Analytics*, vol. 3, no. 4, pp. 215–233.
- Rahnamaee, A. & Berger, P.D. 2013, "Investigating consumers' online purchasing behavior: Single-brand e-retailers versus multi-brand e-retailers", *Journal of Marketing Analytics*, vol. 1, no. 3, pp. 138–148.
- Rave, J.I.P., Álvarez, G.P.J. & Morales, J.C.C. 2022, "Multi-criteria decision-making leveraged by text analytics and interviews with strategists", *Journal of Marketing Analytics*, vol. 10, no. 1, pp. 30–49.
- Ravula, P. 2022, "Impact of delivery performance on online review ratings: the role of temporal distance of ratings", *Journal of Marketing Analytics*, .
- Robertshaw, G.S. 2017, "Measuring media channel performance: A proposed alternative to the 'last-in wins' methodology", *Journal of Marketing Analytics*, vol. 5, no. 3–4, pp. 121–130.
- Rodriguez, M. & Boyer, S. 2020, "The impact of mobile customer relationship management (mCRM) on sales collaboration and sales performance", *Journal of Marketing Analytics*, vol. 8, no. 3, pp. 137–148.
- Ross, N. 2018, "Customer retention in freemium applications", *Journal of Marketing Analytics*, vol. 6, no. 4, pp. 127–137.
- Said, E. 2019, "Salespeople's reward preference methodological analysis", *Journal of Marketing Analytics*, vol. 7, no. 1, pp. 24–39.
- Salari, N. & Shiu, E. 2015, "Establishing a culturally transferrable consumer innovativeness scale for radical and really new innovations in new markets", *Journal of Marketing Analytics*, vol. 3, no. 2, pp. 47–68.
- Sällberg, H., Wang, S. & Numminen, E. 2022, "The combinatory role of online ratings and reviews in mobile app downloads: an empirical investigation of gaming and productivity apps from their initial app store launch", *Journal of Marketing Analytics*, .
- Santos, M.V.B., Mota, I. & Campos, P. 2022, "Analysis of online position auctions for search engine marketing", *Journal of Marketing Analytics*, .
- Sarkar, S. & Khare, A. 2017, "Moderating effect of price perception on factors affecting attitude towards online shopping", *Journal of Marketing Analytics*, vol. 5, no. 2, pp. 68–80.
- Sarstedt, M. & Cheah, J.-. 2019, "Partial least squares structural equation modeling using SmartPLS: a software review", *Journal of Marketing Analytics*, vol. 7, no. 3, pp. 196–202.
- Schiessl, D., Dias, H.B.A. & Korelo, J.C. 2022, "Artificial intelligence in marketing: a network analysis and future agenda", *Journal of Marketing Analytics*, vol. 10, no. 3, pp. 207–218.
- Schneider, M.J. & Iacobucci, D. 2020, "Protecting survey data on a consumer level", *Journal of Marketing Analytics*, vol. 8, no. 1, pp. 3–17.
- Scholl, H.J., Wang, K., Wang, Y., Woods, G., Xu, D., Yao, Y., Jurisch, M.C. & Krcmar, H. 2014, "Top soccer teams in cyberspace: online channels for services, communications, research, and sales", *Journal of Marketing Analytics*, vol. 2, no. 2, pp. 98–119.
- Segarra-Moliner, J.-. & Moliner-Tena, M.-. 2022, "Engaging in customer citizenship behaviours to predict customer lifetime value", *Journal of Marketing Analytics*, .
- Shankaranarayanan, G., Even, A. & Berger, P.D. 2015, "A decision-analysis approach to optimize marketing information system configurations under uncertainty", *Journal of Marketing Analytics*, vol. 3, no. 1, pp. 14–37.
- Sidorov, S., Faizliev, A., Balash, V., Balash, O., Krylova, M. & Fomenko, A. 2021, "Extended innovation diffusion models and their empirical performance on real propagation data", *Journal of Marketing Analytics*, vol. 9, no. 2, pp. 99–110.
- Sikkel, D. 2013, "Brand relations and life course: Why old consumers love their brands", *Journal of Marketing Analytics*, vol. 1, no. 2, pp. 71–80.



- Sikkel, D. & van Meer, G.J.L. 2015, "Stickiness: The value of saved money", *Journal of Marketing Analytics*, vol. 3, no. 3, pp. 147–158.
- Silva, P.M. 2021, "Examination in B2B trade show: the effects of competitive intelligence and the information management system on the exhibitor's marketing strategy", *Journal of Marketing Analytics*, vol. 9, no. 3, pp. 228–241.
- Simões, D. & Nogueira, J. 2022, "Learning about the customer for improving customer retention proposal of an analytical framework", *Journal of Marketing Analytics*, vol. 10, no. 1, pp. 50–63.
- Singh, A. & Kumar, A. 2021, "Designing the marketplace for millennials: fun, functionality or risk?", *Journal of Marketing Analytics*, vol. 9, no. 4, pp. 311–327.
- Singla, V. & Rai, H. 2016, "Investigating the effects of retail agglomeration choice behavior on store attractiveness", *Journal of Marketing Analytics*, vol. 4, no. 2–3, pp. 108–124.
- Siqueira Junior, J.R., ter Horst, E., Molina, G., Gunn, L.H., Reinoso-Carvalho, F., Sezen, B. & Peña-García, N. 2023, "Branding in the eye of the storm: the impact of brand ethical behavior on brand commitment during the COVID-19 crisis in a South American country", *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 95–115.
- Siqueira, J.R., Bendixen, M., Reinoso-Carvalho, F. & Campo, R. 2023, "Key drivers of brand trust in a Latin American airline: the impact of Colombia's Avianca customer experience", *Journal of Marketing Analytics*, .
- Soares, J.C., Limongi, R., De Sousa Júnior, J.H., Santos, W.S., Raasch, M. & Hoeckesfeld, L. 2023, "Assessing the effects of COVID-19-related risk on online shopping behavior", *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 82–94.
- Sohail, M.S. 2023, "Understanding consumer engagement in online brand communities: An application of self-expansion theory", *Journal of Marketing Analytics*, vol. 11, no. 1, pp. 69–81.
- Spoor, J.M. 2022, "Improving customer segmentation via classification of key accounts as outliers", *Journal of Marketing Analytics*, .
- Swain, S.D., Berger, P.D. & Weinberg, B.D. 2014, "The customer equity implications of using incentives in acquisition channels: A nonprofit application", *Journal of Marketing Analytics*, vol. 2, no. 1, pp. 1–17.
- Tafesse, W. 2023, "The differential effects of developers' app store strategy on the performance of niche and popular mobile apps", *Journal of Marketing Analytics*, .
- Tajdini, S. 2022, "The effects of internet search intensity for products on companies' stock returns: a competitive intelligence perspective", *Journal of Marketing Analytics*, .
- Tan, L.L., Abd Aziz, N. & Ngah, A.H. 2020, "Mediating effect of reasons on the relationship between altruism and green hotel patronage intention", *Journal of Marketing Analytics*, vol. 8, no. 1, pp. 18–30.
- Tandon, U. 2021, "Predictors of online shopping in India: an empirical investigation", *Journal of Marketing Analytics*, vol. 9, no. 1, pp. 65–79.
- Tariyal, A., Bisht, S., Roy, S. & Chopra, G. 2023, "Assessing the impact of perceived social media usefulness on Indian millennials' online booking decision", *Journal of Marketing Analytics*, .
- Tarka, P. 2019, "A scale for testing of knowledge on the effective marketing research processes: multiple-group confirmatory (MGCFA) and multiple indicators-multiple causes (MIMIC) approach", *Journal of Marketing Analytics*, vol. 7, no. 2, pp. 94–121.
- Tarka, P. & Jędrych, E. 2022, "Toward an exploratory framework of determinants of marketing research effectiveness in business organizations", *Journal of Marketing Analytics*, .
- Tkachenko, Y. 2014, "Optimal allocation of digital marketing budget: The empirical Bayes approach", *Journal of Marketing Analytics*, vol. 2, no. 3, pp. 162–172.
- Tsao, H.-., Campbell, C., Ma, J. & Pitt, L. 2014, "Budget allocation to grow market share and maximize customer equity: The effect of inertial segment size", *Journal of Marketing Analytics*, vol. 2, no. 4, pp. 205–217.
- Utkutug, C.P. 2022, "The mediating effect of consumers' perceived ethicality in the relationship between consumer cynicism/material values and affective commitment", *Journal of Marketing Analytics*, .
- Valluri, C., Raju, S. & Patil, V.H. 2022, "Customer determinants of used auto loan churn: comparing predictive performance using machine learning techniques", *Journal of Marketing Analytics*, vol. 10, no. 3, pp. 279–296.
- Van Auken, S. 2016, "Observations on latent need revelation through problem detection analysis", *Journal of Marketing Analytics*, vol. 4, no. 4, pp. 147–158.
- Van Auken, S. 2015, "From consumer panels to big data: An overview on marketing data development", *Journal of Marketing Analytics*, vol. 3, no. 1, pp. 38–45.
- Van Auken, S., Ritchie, W.J., Wells, L.G. & Borgia, D.J. 2019, "Exploring thought processing similarity using attitudinal constructs: a Chinese versus U.S. contrast", *Journal of Marketing Analytics*, vol. 7, no. 1, pp. 13–23.
- Verma, P., Agarwal, S., Kachroo, P. & Krishen, A. 2017, "Declining transportation funding and need for analytical solutions: Dynamics and control of VMT tax", *Journal of Marketing Analytics*, vol. 5, no. 3–4, pp. 131–140.
- Vollrath, M.D. & Villegas, S.G. 2022, "Avoiding digital marketing analytics myopia: revisiting the customer decision journey as a strategic marketing framework", *Journal of Marketing Analytics*, vol. 10, no. 2, pp. 106–113.
- Vriens, M., Bosch, N., Vidden, C. & Talwar, J. 2022, "Prediction and profitability in market segmentation typing



tools”, *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 360–389.

Wang, L. & Finn, A. 2016, “Using vanishing tetrad test to examine multifaceted causal directionality”, *Journal of Marketing Analytics*, vol. 4, no. 1, pp. 51–59.

Weathers, D. & Bardakci, A. 2015, “Can response variance effectively identify careless respondents to multi-item, unidimensional scales?”, *Journal of Marketing Analytics*, vol. 3, no. 2, pp. 96–107.

Weinandy, T.J., Chen, K., Pozo, S. & Ryan, M.J. 2023, “Twitter-patter: how social media drives foot traffic to retail stores”, *Journal of Marketing Analytics*, .

Weinberg, B.D., Breur, T. & Kamis, A. 2014, “Editorial”, *Journal of Marketing Analytics*, vol. 2, no. 2, pp. 71.

Weinberg, B.D. & Breur, T.F. 2015, “Editorial”, *Journal of Marketing Analytics*, vol. 3, no. 3, pp. 109.

Weinberg, B.D., Davis, L. & Berger, P.D. 2013, “Perspectives on big data”, *Journal of Marketing Analytics*, vol. 1, no. 4, pp. 187–201.

Weinstein, A. 2014, “Target market selection in B2B technology markets”, *Journal of Marketing Analytics*, vol. 2, no. 1, pp. 59–69.

Williams, C. & Williams, R. 2015, “Optimizing acquisition and retention spending to maximize market share”, *Journal of Marketing Analytics*, vol. 3, no. 3, pp. 159–170.

Wisker, Z.L. & McKie, R.N. 2021, “The effect of fake news on anger and negative word-of-mouth: moderating roles of religiosity and conservatism”, *Journal of Marketing Analytics*, vol. 9, no. 2, pp. 144–153.

Wong, W.M. 2013, “Consumers’ purchase intention of an automobile in Malaysia”, *Journal of Marketing Analytics*, vol. 1, no. 3, pp. 149–155.

Wood, J.A. 2021, “Incorporating negative and positive word of mouth (WOM) in compartment-based epidemiology models in a not-for-profit marketing context”, *Journal of Marketing Analytics*, vol. 9, no. 3, pp. 199–209.

Xia, F. 2022, “Why to use Poisson regression for count data analysis in consumer behavior research”, *Journal of Marketing Analytics*, .

Xie, Z. & Liu, Y. 2018, “User-level incremental conversion ranking without A/B testing”, *Journal of Marketing Analytics*, vol. 6, no. 2, pp. 62–68.

Xu, Z., Vail, C., Kohli, A.S. & Tajdini, S. 2021, “Understanding changes in a brand’s core positioning and customer engagement: a sentiment analysis of a brand-owned Facebook site”, *Journal of Marketing Analytics*, vol. 9, no. 1, pp. 3–16.

Yang, A.X. 2015, “Price optimization – How to win a strategic whole”, *Journal of Marketing Analytics*, vol. 3, no. 4, pp. 235–243.

Yau, H.K. & Tang, H.Y.H. 2018, “Analyzing customer satisfaction in self-service technology adopted in airports”, *Journal of Marketing Analytics*, vol. 6, no. 1, pp. 6–18.

Yau, H.K. & Tang, H.Y.H. 2018, “Analyzing ecology of Internet marketing in small-and medium-sized enterprises (SMEs) with unsupervised-learning algorithm”, *Journal of Marketing Analytics*, vol. 6, no. 2, pp. 53–61.

Yee, W.F., Ng, S.I., Seng, K., Lim, X.-. & Rathakrishnan, T. 2022, “How does social media marketing enhance brand loyalty? Identifying mediators relevant to the cinema context”, *Journal of Marketing Analytics*, vol. 10, no. 2, pp. 114–130.

Ylijoki, O. 2018, “Guidelines for assessing the value of a predictive algorithm: A case study”, *Journal of Marketing Analytics*, vol. 6, no. 1, pp. 19–26.

Yoo, M., Bai, B. & Singh, A. 2020, “The evolution of behavioral loyalty and customer lifetime value over time: investigation from a Casino Loyalty Program”, *Journal of Marketing Analytics*, vol. 8, no. 2, pp. 45–56.

Yoo, M. & Yoon, S. 2022, “The six lodging attributes that determine travelers’ preference on Airbnb or hotel”, *Journal of Marketing Analytics*, vol. 10, no. 4, pp. 299–310.

Zeybek, Ö. & Ülengin, B. 2022, “The effect of sales promotions intensity on volume and variability in category sales of large retailers”, *Journal of Marketing Analytics*, vol. 10, no. 1, pp. 19–29.

Zhang, J. & Huang, L. 2018, “Loss or gain? The impact of Chinese local celebrity endorser scandal on the global market value of the endorsed brands”, *Journal of Marketing Analytics*, vol. 6, no. 1, pp. 27–39.

Zimmermann, R. & Auinger, A. 2022, “Developing a conversion rate optimization framework for digital retailers—case study”, *Journal of Marketing Analytics*, .

Zoupos, D. & Spais, G. 2022, “Digital marketing of nutraceutical and pharmaceutical supplements: marketing ethics and consumer comfort”, *Journal of Marketing Analytics*, .

**Publisher's Note** Springer Nature remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

**Maria Petrescu** is an Assistant Professor of Marketing at Embry-Riddle Aeronautical University. Her main research areas include Marketing Analytics, Digital Marketing, and Research Methods. Dr. Petrescu has published articles in journals such as *Industrial Marketing Management*, *Psychology & Marketing*, *Journal of Marketing Management*, *Journal of Product and Brand Management*, *Journal of Promotion Management*, *Journal of Retailing and Consumer Services*, *Journal of Marketing Analytics*, and *Journal of Internet Commerce*.

**Anjala S. Krishen** is the Mel Larson Endowed Chair of Marketing, and Professor and Department Chair of Marketing and International Business at University of Nevada, Las Vegas (UNLV). She has a B.S. in Electrical Engineering from Rice University, and a M.S. Marketing, MBA, and Ph.D. from Virginia Polytechnic Institute and State University (Virginia Tech). Anjala held management positions for 13-years before pursuing a doctorate. To date, she has published



interdisciplinary research in journals including *Industrial Marketing Management*, *Psychology & Marketing*, *Journal of Services Marketing*, *European Journal of Marketing*, and *Journal of Marketing Education*. She has received numerous awards including the UNLV Foundation

Distinguished Teaching (2015), the Barrick Scholar (2016), the Harold and Muriel Berkman Research Grant (2016), the UNLV Alumni Association Outstanding Faculty (2019), and the Scholarship of Teaching and Learning Award (2022).

