

## Publikationen

(2018): Dynamic effects of user- and marketer-generated content on consumer purchase behavior: Modeling the hierarchical structure of social media websites. In: Decision Support Systems, vol. 113, no. September, pp. 43-55. DOI: 10.1016/j.dss.2018.07.001.

(2013): Awareness, Interest, and Purchase: the Effects of User- and Marketer-Generated Content on Purchase Decision Processes. In: Proceedings of the 34th International Conference on Information Systems.