

Pk Kannan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10609305/publications.pdf>

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37
papers

5,213
citations

279487

23
h-index

377514

34
g-index

39
all docs

39
docs citations

39
times ranked

3360
citing authors

#	ARTICLE	IF	CITATIONS
1	From Multi-Channel Retailing to Omni-Channel Retailing. <i>Journal of Retailing</i> , 2015, 91, 174-181.	4.0	1,601
2	Digital marketing: A framework, review and research agenda. <i>International Journal of Research in Marketing</i> , 2017, 34, 22-45.	2.4	706
3	From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. <i>Journal of Marketing</i> , 2016, 80, 7-25.	7.0	609
4	Marketing Analytics for Data-Rich Environments. <i>Journal of Marketing</i> , 2016, 80, 97-121.	7.0	579
5	Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment. <i>Journal of Marketing Research</i> , 2014, 51, 40-56.	3.0	293
6	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. <i>Journal of Interactive Marketing</i> , 2017, 40, 1-8.	4.3	161
7	Strategic Online and Offline Retail Pricing: A Review and Research Agenda. <i>Journal of Interactive Marketing</i> , 2010, 24, 138-154.	4.3	121
8	Device Switching in Online Purchasing: Examining the Strategic Contingencies. <i>Journal of Marketing</i> , 2018, 82, 1-19.	7.0	104
9	The Informational Value of Social Tagging Networks. <i>Journal of Marketing</i> , 2014, 78, 21-40.	7.0	95
10	Harvesting Brand Information from Social Tags. <i>Journal of Marketing</i> , 2017, 81, 88-108.	7.0	76
11	Data analytics in a privacy-concerned world. <i>Journal of Business Research</i> , 2021, 122, 915-925.	5.8	74
12	Dynamic profiling of consumers for customized offerings over the Internet: a model and analysis. <i>Decision Support Systems</i> , 2001, 32, 117-134.	3.5	64
13	Introduction to the Special Issue: Marketing in the E-Channel. <i>International Journal of Electronic Commerce</i> , 2001, 5, 3-6.	1.4	62
14	Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights. <i>Journal of Marketing</i> , 2009, 73, 99-117.	7.0	59
15	A decision support system for product design selection: A generalized purchase modeling approach. <i>Decision Support Systems</i> , 2006, 42, 333-350.	3.5	58
16	Selling the Premium in Freemium. <i>Journal of Marketing</i> , 2018, 82, 10-27.	7.0	56
17	Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights. <i>Journal of Marketing</i> , 2009, 73, 99-117.	7.0	49
18	Optimal Design of Free Samples for Digital Products and Services. <i>Journal of Marketing Research</i> , 2019, 56, 419-438.	3.0	47

#	ARTICLE	IF	CITATIONS
19	Digital Environment in Global Markets: Cross-Cultural Implications for Evolving Customer Journeys. Journal of International Marketing, 2020, 28, 28-47.	2.5	45
20	Product form bundling: Implications for marketing digital products. Journal of Retailing, 2008, 84, 181-194.	4.0	42
21	Multiformat Digital Products: How Design Attributes Interact with Usage Situations to Determine Choice. Journal of Marketing Research, 2012, 49, 100-114.	3.0	42
22	The Impact of Online and Offline Information Sources on Automobile Choice Behavior. Journal of Interactive Marketing, 2012, 26, 167-175.	4.3	41
23	The Dark Side of Mobile App Adoption: Examining the Impact on Customers'™ Multichannel Purchase. Journal of Marketing Research, 2021, 58, 246-264.	3.0	25
24	The impact of Covid-19 on customer journeys: implications for interactive marketing. Journal of Research in Interactive Marketing, 2022, 16, 22-36.	7.2	22
25	Identifying Market Structure: A Deep Network Representation Learning of Social Engagement. Journal of Marketing, 2022, 86, 37-56.	7.0	20
26	Opportunities and challenges of using biometrics for business: Developing a research agenda. Journal of Business Research, 2021, 136, 52-62.	5.8	18
27	An investigation of the impact of promotions on across-submarket competition. Journal of Business Research, 2001, 53, 137-149.	5.8	12
28	Dynamic e-targeting using learning spatial choice models. Journal of Interactive Marketing, 2006, 20, 30-42.	4.3	11
29	Employee Technology Readiness and Adoption of Wireless Technology and Services. , 2006, , .		9
30	Commentary on "Understanding Brand Performance Measures: Using Dirichlet Benchmarks" Journal of Business Research, 2004, 57, 1326-1328.	5.8	8
31	Designing and Pricing Digital Content Products and Services: A Research Review. Review of Marketing Research, 2013, , 97-114.	0.2	6
32	Testing for competitive submarkets. International Journal of Research in Marketing, 1991, 8, 187-203.	2.4	4
33	E-Service: The Revenue Expansion Path to E-Commerce Profitability. Advances in Computers, 2005, , 159-193.	1.2	4
34	Pricing Product Lines of Digital Content: A Model Using Online Choice Experiment. , 2008, , .		4
35	Design of Service Systems under Variability: Research Issues. , 2008, , .		3
36	Consumer Connectivity in a Complex, Technology-Enabled, and Mobile-Oriented World with Smart Products. SSRN Electronic Journal, 0, , .	0.4	3

#	ARTICLE	IF	CITATIONS
37	"Goodies" in exchange for consumer information on the Internet: the economics and issues. , 0, , .		0