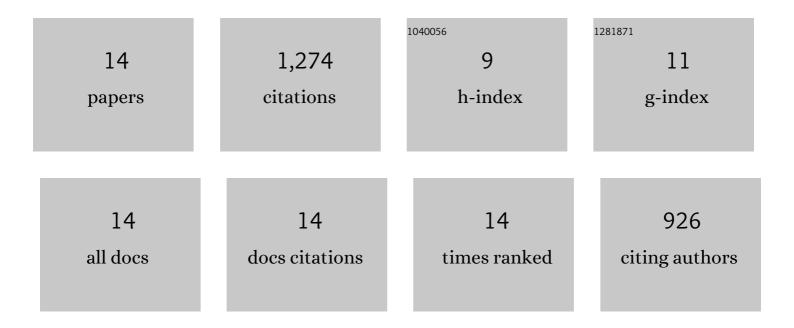
Sriram Venkataraman

List of Publications by Year in descending order

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SDIDAM VENKATADAMAN

#	Article	IF	CITATIONS
1	The Effects of Online User Reviews on Movie Box Office Performance: Accounting for Sequential Rollout and Aggregation Across Local Markets. Marketing Science, 2010, 29, 944-957.	4.1	734
2	Blogs, Advertising, and Local-Market Movie Box Office Performance. Management Science, 2013, 59, 2635-2654.	4.1	136
3	Indirect Costs of Financial Distress in Durable Goods Industries: The Case of Auto Manufacturers. Review of Financial Studies, 2013, 26, 1248-1290.	6.8	98
4	The Debate on Influencing Doctors' Decisions: Are Drug Characteristics the Missing Link?. Management Science, 2007, 53, 1688-1701.	4.1	88
5	Media Multiplexing Behavior: Implications for Targeting and Media Planning. Marketing Science, 2013, 32, 310-324.	4.1	63
6	The Relationship Between DTCA, Drug Requests, and Prescriptions: Uncovering Variation in Specialty and Space. Marketing Science, 2013, 32, 89-110.	4.1	39
7	An Empirical Model of Drug Detailing: Dynamic Competition and Policy Implications. Management Science, 2016, 62, 2321-2340.	4.1	29
8	Price Reactions to Rivals' Local Channel Exits. Marketing Science, 2016, 35, 588-604.	4.1	26
9	ls an Automaker's Road to Bankruptcy Paved with Customers' Beliefs?. American Economic Review, 2011, 101, 93-97.	8.5	25
10	Consumer Response to Chapter 11 Bankruptcy: Negative Demand Spillover to Competitors. Marketing Science, 2019, 38, 296-316.	4.1	21
11	Blogs and Local-market Movie Box-office Performance. SSRN Electronic Journal, 0, , .	0.4	5
12	EXPRESS: A Reference-Dependent-Preferences-Based Model of Extended Warranty Purchase Decisions. Journal of Marketing Research, 0, , 002224372110569.	4.8	5
13	Predicting the Consequences of Marketing Policy Changes: A New Data Enrichment Method with Competitive Reactions. Journal of Marketing Research, 2017, 54, 720-736.	4.8	3
14	An Empirical Model of Drug Detailing: Dynamic Competition and Policy Implications. SSRN Electronic Journal, 0, , .	0.4	2