

Sriram Venkataraman

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10719989/publications.pdf>

Version: 2024-02-01

14
papers

1,274
citations

1040056

9
h-index

1281871

11
g-index

14
all docs

14
docs citations

14
times ranked

926
citing authors

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