

Kusum L Ailawadi

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

41
papers

4,699
citations

27
h-index

43
g-index

43
ext. papers

5,322
ext. citations

6.7
avg, IF

5.83
L-index

#	Paper	IF	Citations
41	Understanding retail branding: conceptual insights and research priorities. <i>Journal of Retailing</i> , 2004 , 80, 331-342	6.5	659
40	Pursuing the Value-Conscious Consumer: Store Brands versus National Brand Promotions. <i>Journal of Marketing</i> , 2001 , 65, 71-89	11	648
39	Revenue Premium as an Outcome Measure of Brand Equity. <i>Journal of Marketing</i> , 2003 , 67, 1-17	11	472
38	Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008 , 72, 19-30	11	264
37	An Empirical Analysis of the Determinants of Retail Margins: The Role of Store-Brand Share. <i>Journal of Marketing</i> , 2004 , 68, 147-165	11	240
36	Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions. <i>Journal of Retailing</i> , 2017 , 93, 120-135	6.5	197
35	Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research. <i>Journal of Retailing</i> , 2009 , 85, 42-55	6.5	190
34	The Effect of Promotion on Consumption: Buying More and Consuming it Faster. <i>Journal of Marketing Research</i> , 1998 , 35, 390-398	5.2	173
33	Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008 , 72, 19-30	11	169
32	Innovations in Retail Pricing and Promotions. <i>Journal of Retailing</i> , 2011 , 87, S43-S52	6.5	167
31	The retail power-performance conundrum. <i>Journal of Retailing</i> , 2001 , 77, 299-318	6.5	164
30	Market Response to a Major Policy Change in the Marketing Mix: Learning from Procter & Gamble's Value Pricing Strategy. <i>Journal of Marketing</i> , 2001 , 65, 44-61	11	125
29	How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?. <i>Journal of Marketing</i> , 2017 , 81, 1-20	11	115
28	Does retailer CSR enhance behavioral loyalty? A case for benefit segmentation. <i>International Journal of Research in Marketing</i> , 2014 , 31, 156-167	5.5	109
27	Promotion Profitability for a Retailer: The Role of Promotion, Brand, Category, and Store Characteristics. <i>Journal of Marketing Research</i> , 2006 , 43, 518-535	5.2	109
26	The Effect of Promotion on Consumption: Buying More and Consuming It Faster. <i>Journal of Marketing Research</i> , 1998 , 35, 390	5.2	105
25	Market power and performance: A cross-industry analysis of manufacturers and retailers. <i>Journal of Retailing</i> , 1995 , 71, 211-248	6.5	90

24	When Wal-Mart Enters: How Incumbent Retailers React and how this Affects their Sales Outcomes. <i>Journal of Marketing Research</i> , 2010 , 47, 577-593	5.2	81
23	Decomposition of the Sales Impact of Promotion-Induced Stockpiling. <i>Journal of Marketing Research</i> , 2007 , 44, 450-467	5.2	81
22	Heterogeneity and purchase event feedback in choice models: An empirical analysis with implications for model building. <i>International Journal of Research in Marketing</i> , 1999 , 16, 177-198	5.5	64
21	Market share and ROI: Observing the effect of unobserved variables. <i>International Journal of Research in Marketing</i> , 1999 , 16, 17-33	5.5	51
20	An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior. <i>Journal of Marketing</i> , 2011 , 75, 18-35	11	48
19	Predicting Competitive Response to a Major Policy Change: Combining Game-Theoretic and Empirical Analyses. <i>Marketing Science</i> , 2005 , 24, 12-24	3.6	48
18	Structural Analysis of Models with Composite Dependent Variables. <i>Marketing Science</i> , 1992 , 11, 76-94	3.6	48
17	Soda versus Cereal and Sugar versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis. <i>Journal of Marketing</i> , 2013 , 77, 101-120	11	42
16	Empirical models of manufacturer-retailer interaction: A review and agenda for future research. <i>Marketing Letters</i> , 2010 , 21, 273-285	2.3	42
15	FindingsRetailer Promotion Pass-Through: A Measure, Its Magnitude, and Its Determinants. <i>Marketing Science</i> , 2009 , 28, 782-791	3.6	37
14	Practice Prize ReportQuantifying and Improving Promotion Effectiveness at CVS. <i>Marketing Science</i> , 2007 , 26, 566-575	3.6	27
13	An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior. <i>Journal of Marketing</i> , 2011 , 75, 18-35	11	26
12	Share and Growth Are Not Good Predictors of the Advertising and Promotion/Sales Ratio. <i>Journal of Marketing</i> , 1994 , 58, 86	11	22
11	Sales Promotion 2006 , 345-359		21
10	The Club Store Effect: Impact of Shopping in Warehouse Club Stores on Consumers' Packaged Food Purchases. <i>Journal of Marketing Research</i> , 2018 , 55, 193-207	5.2	18
9	Sales Promotion 2010 , 393-407		17
8	Share and Growth Are Not Good Predictors of the Advertising and Promotion/Sales Ratio. <i>Journal of Marketing</i> , 1994 , 58, 86-97	11	16
7	The Effect of Store Brand Share on Retail Margins: An Empirical Analysis. <i>SSRN Electronic Journal</i> ,	1	6

6	2020,		3
5	The Reciprocal Relationship between Private Label Use and Store Loyalty. <i>SSRN Electronic Journal</i> , 2007,	1	2
4	Commentary: Omnichannel from a Manufacturer's Perspective. <i>Journal of Marketing</i> , 2021 , 85, 121-125	11	2
3	Causation and components in market share-performance models: the role of identities 2004 , 188-217		1
2	Harnessing the Power of Price and Price Promotions 2020 , 267-286		
1	Using Power Without Using It Up 2020 , 99-120		