

Kusum L Ailawadi

List of Publications by Year in Descending Order

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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 | Commentary: Omnichannel from a Manufacturer's Perspective. <i>Journal of Marketing</i> , 2021 , 85, 121-125 | 11 | 2 |
| 40 | Harnessing the Power of Price and Price Promotions 2020 , 267-286 | | |
| 39 | Using Power Without Using It Up 2020 , 99-120 | | |
| 38 | 2020 , | | 3 |
| 37 | 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 |
| 36 | Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions. <i>Journal of Retailing</i> , 2017 , 93, 120-135 | 6.5 | 197 |
| 35 | 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 |
| 34 | 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 |
| 33 | 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 |
| 32 | An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior. <i>Journal of Marketing</i> , 2011 , 75, 18-35 | 11 | 48 |
| 31 | Innovations in Retail Pricing and Promotions. <i>Journal of Retailing</i> , 2011 , 87, S43-S52 | 6.5 | 167 |
| 30 | An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior. <i>Journal of Marketing</i> , 2011 , 75, 18-35 | 11 | 26 |
| 29 | 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 |
| 28 | Sales Promotion 2010 , 393-407 | | 17 |
| 27 | Empirical models of manufacturer-retailer interaction: A review and agenda for future research. <i>Marketing Letters</i> , 2010 , 21, 273-285 | 2.3 | 42 |
| 26 | FindingsRetailer Promotion Pass-Through: A Measure, Its Magnitude, and Its Determinants. <i>Marketing Science</i> , 2009 , 28, 782-791 | 3.6 | 37 |
| 25 | 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 |

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| 24 | Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008 , 72, 19-30 | 11 | 169 |
| 23 | Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008 , 72, 19-30 | 11 | 264 |
| 22 | The Reciprocal Relationship between Private Label Use and Store Loyalty. <i>SSRN Electronic Journal</i> , 2007 , | 1 | 2 |
| 21 | Decomposition of the Sales Impact of Promotion-Induced Stockpiling. <i>Journal of Marketing Research</i> , 2007 , 44, 450-467 | 5.2 | 81 |
| 20 | Practice Prize Report Quantifying and Improving Promotion Effectiveness at CVS. <i>Marketing Science</i> , 2007 , 26, 566-575 | 3.6 | 27 |
| 19 | 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 |
| 18 | Sales Promotion 2006 , 345-359 | | 21 |
| 17 | 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 |
| 16 | Causation and components in market share performance models: the role of identities 2004 , 188-217 | | 1 |
| 15 | 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 |
| 14 | Understanding retail branding: conceptual insights and research priorities. <i>Journal of Retailing</i> , 2004 , 80, 331-342 | 6.5 | 659 |
| 13 | Revenue Premium as an Outcome Measure of Brand Equity. <i>Journal of Marketing</i> , 2003 , 67, 1-17 | 11 | 472 |
| 12 | The retail power-performance conundrum. <i>Journal of Retailing</i> , 2001 , 77, 299-318 | 6.5 | 164 |
| 11 | Pursuing the Value-Conscious Consumer: Store Brands versus National Brand Promotions. <i>Journal of Marketing</i> , 2001 , 65, 71-89 | 11 | 648 |
| 10 | 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 |
| 9 | 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 |
| 8 | 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 |
| 7 | The Effect of Promotion on Consumption: Buying More and Consuming It Faster. <i>Journal of Marketing Research</i> , 1998 , 35, 390 | 5.2 | 105 |

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|---|---|-----|-----|
| 6 | 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 |
| 5 | Market power and performance: A cross-industry analysis of manufacturers and retailers. <i>Journal of Retailing</i> , 1995 , 71, 211-248 | 6.5 | 90 |
| 4 | 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 |
| 3 | Share and Growth Are Not Good Predictors of the Advertising and Promotion/Sales Ratio. <i>Journal of Marketing</i> , 1994 , 58, 86 | 11 | 22 |
| 2 | Structural Analysis of Models with Composite Dependent Variables. <i>Marketing Science</i> , 1992 , 11, 76-94 | 3.6 | 48 |
| 1 | The Effect of Store Brand Share on Retail Margins: An Empirical Analysis. <i>SSRN Electronic Journal</i> , | 1 | 6 |