

# Trichy V Krishnan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10854320/publications.pdf>

Version: 2024-02-01

10  
papers

1,323  
citations

1040056

9  
h-index

1372567

10  
g-index

10  
all docs

10  
docs citations

10  
times ranked

849  
citing authors

#	ARTICLE	IF	CITATIONS
1	The multiple roles of interpersonal communication in new product growth. International Journal of Research in Marketing, 2012, 29, 292-305.	4.2	15
2	Modeling the demand and supply in a new B2B-upstream market using a knowledge updating process. International Journal of Forecasting, 2011, 27, 1160-1177.	6.5	1
3	Optimal Dynamic Advertising Policy for New Products. Management Science, 2006, 52, 1957-1969.	4.1	71
4	Evolutionary Estimation of Macro-Level Diffusion Models Using Genetic Algorithms: An Alternative to Nonlinear Least Squares. Marketing Science, 2004, 23, 451-464.	4.1	79
5	Multinational Diffusion Models: An Alternative Framework. Marketing Science, 2002, 21, 318-330.	4.1	120
6	Impact of a Late Entrant on the Diffusion of a New Product/Service. Journal of Marketing Research, 2000, 37, 269-278.	4.8	144
7	Optimal Pricing Strategy for New Products. Management Science, 1999, 45, 1650-1663.	4.1	184
8	Guaranteed profit margins: A demonstration of retailer power. International Journal of Research in Marketing, 1997, 14, 35-56.	4.2	62
9	Double Couponing and Retail Pricing in a Couponed Product Category. Journal of Marketing Research, 1995, 32, 419.	4.8	11
10	Why the Bass Model Fits without Decision Variables. Marketing Science, 1994, 13, 203-223.	4.1	636