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List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10862946/publications.pdf>

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3
papers

52
citations

2682572

2
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2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

56
citing authors

#	ARTICLE	IF	CITATIONS
1	Cost-per-Click Pricing for Display Advertising. <i>Manufacturing and Service Operations Management</i> , 2014, 16, 482-497.	3.7	38
2	Cost-per-Impression Pricing for Display Advertising. <i>Operations Research</i> , 2018, 66, 653-672.	1.9	11
3	Optimization of Operational Decisions in Digital Advertising: A Literature Review. <i>Springer Series in Supply Chain Management</i> , 2020, , 99-146.	0.7	3