

# Ron Shachar

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11089115/publications.pdf>

Version: 2024-02-01

38  
papers

2,479  
citations

361045

20  
h-index

433756

31  
g-index

38  
all docs

38  
docs citations

38  
times ranked

1483  
citing authors

#	ARTICLE	IF	CITATIONS
1	Voting May Be Habit-Forming: Evidence from a Randomized Field Experiment. <i>American Journal of Political Science</i> , 2003, 47, 540-550.	2.9	484
2	On Brands and Word of Mouth. <i>Journal of Marketing Research</i> , 2013, 50, 427-444.	3.0	346
3	Follow the Leader: Theory and Evidence on Political Participation. <i>American Economic Review</i> , 1999, 89, 525-547.	4.0	306
4	Habit Formation and Political Behaviour: Evidence of Consuetude in Voter Turnout. <i>British Journal of Political Science</i> , 2000, 30, 561-573.	2.2	211
5	Spatial Competition in the Network Television Industry. <i>RAND Journal of Economics</i> , 2001, 32, 624.	1.3	110
6	Brands: The Opiate of the Nonreligious Masses?. <i>Marketing Science</i> , 2011, 30, 92-110.	2.7	93
7	Advertising, the matchmaker. <i>RAND Journal of Economics</i> , 2011, 42, 205-245.	1.3	86
8	Targeted advertising as a signal. <i>Quantitative Marketing and Economics</i> , 2009, 7, 237-266.	0.7	77
9	Advertising and Consumers' Communications. <i>Marketing Science</i> , 2013, 32, 294-309.	2.7	74
10	Cast Demographics, Unobserved Segments, and Heterogeneous Switching Costs in a Television Viewing Choice Model. <i>Journal of Marketing Research</i> , 2000, 37, 173-186.	3.0	67
11	Brands as Beacons: A New Source of Loyalty to Multiproduct Firms. <i>Journal of Marketing Research</i> , 2004, 41, 135-150.	3.0	61
12	The Asymmetric Information Model of State Dependence. <i>Marketing Science</i> , 2002, 21, 435-454.	2.7	60
13	The Risk Reduction Role of Advertising. <i>Quantitative Marketing and Economics</i> , 2004, 2, 283-320.	0.7	56
14	Party loyalty as habit formation. <i>Journal of Applied Econometrics</i> , 2003, 18, 251-269.	1.3	53
15	A Data Set of Brands and Their Characteristics. <i>Marketing Science</i> , 2014, 33, 609-617.	2.7	47
16	Verifying the Solution from a Nonlinear Solver: A Case Study: Comment. <i>American Economic Review</i> , 2004, 94, 382-390.	4.0	44
17	When Kerry Met Sally: Politics and Perceptions in the Demand for Movies. <i>Management Science</i> , 2014, 60, 1617-1631.	2.4	31
18	The Effectiveness and Targeting of Television Advertising. <i>Journal of Economics and Management Strategy</i> , 1998, 7, 363-396.	0.4	30

#	ARTICLE	IF	CITATIONS
19	Correcting for bias in retrospective data. <i>Journal of Applied Econometrics</i> , 2007, 22, 657-675.	1.3	28
20	Marketing and politics: Models, behavior, and policy implications. <i>Marketing Letters</i> , 2012, 23, 391-403.	1.9	25
21	The Political Participation Puzzle and Marketing. <i>Journal of Marketing Research</i> , 2009, 46, 798-815.	3.0	24
22	The Effectiveness and Targeting of Television Advertising. <i>Journal of Economics and Management Strategy</i> , 1998, 7, 363-396.	0.4	23
23	Advertising, the Matchmaker. <i>SSRN Electronic Journal</i> , 0, , .	0.4	23
24	Finding brands and losing your religion?. <i>Journal of Experimental Psychology: General</i> , 2014, 143, 2209-2222.	1.5	21
25	The Seeds of Negativity: Knowledge and Money. <i>Marketing Science</i> , 2011, 30, 430-446.	2.7	19
26	(Noisy) communication. <i>Quantitative Marketing and Economics</i> , 2007, 5, 211-237.	0.7	10
27	Spatial Competition in the Network Television Industry. <i>SSRN Electronic Journal</i> , 2001, , .	0.4	9
28	On Brands and Word-of-Mouth. <i>SSRN Electronic Journal</i> , 0, , .	0.4	9
29	The Effect of Links and Excerpts on Internet News Consumption. <i>Journal of Marketing Research</i> , 2020, 57, 395-421.	3.0	8
30	Habit-Formation and Political behaviour: Evidence of Consuetude in Voter Turnout. <i>SSRN Electronic Journal</i> , 0, , .	0.4	7
31	A diagnostic test for the sources of persistence in individuals' decisions. <i>Economics Letters</i> , 1994, 45, 7-13.	0.9	6
32	When and Why Consumers "Accidentally" Endanger Their Products. <i>Management Science</i> , 2020, 66, 5757-5782.	2.4	6
33	Hyper-Media Search and Consumption. <i>SSRN Electronic Journal</i> , 0, , .	0.4	6
34	Estimating Vote Persistence Sources without Panel Data. <i>Political Analysis</i> , 1996, 6, 107-124.	2.8	5
35	When Pavarotti Meets Harry Potter at the Super Bowl. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5
36	The Effect of Links and Excerpts on Internet News Consumption. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4

#	ARTICLE	IF	CITATIONS
37	The Risk Reduction Role of Advertising. SSRN Electronic Journal, 2003, , .	0.4	3
38	The Seeds of Negativity: Knowledge and Money. SSRN Electronic Journal, 0, , .	0.4	2