

# Nanda Kumar

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11170033/publications.pdf>

Version: 2024-02-01

8  
papers

415  
citations

1307594

7  
h-index

1588992

8  
g-index

8  
all docs

8  
docs citations

8  
times ranked

331  
citing authors

#	ARTICLE	IF	CITATIONS
1	On manufacturers complementing the traditional retail channel with a direct online channel. Quantitative Marketing and Economics, 2006, 4, 289-323.	1.5	192
2	On Customized Goods, Standard Goods, and Competition. Marketing Science, 2006, 25, 525-537.	4.1	103
3	Consumer Stockpiling and Competitive Promotional Strategies. Marketing Science, 2014, 33, 94-113.	4.1	33
4	Research Note "Using Basket Composition Data for Intelligent Supermarket Pricing. Marketing Science, 2006, 25, 188-199.	4.1	31
5	Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior. Customer Needs and Solutions, 2018, 5, 107-120.	0.8	18
6	A comment on: "Revisiting dynamic duopoly with consumer switching costs". Journal of Economic Theory, 2004, 116, 177-186.	1.1	17
7	Price competition with repeat, loyal buyers. Quantitative Marketing and Economics, 2007, 5, 333-359.	1.5	14
8	Pricing Under Dynamic Competition When Loyal Consumers Stockpile. Marketing Science, 2021, 40, 569-588.	4.1	7