

V Padmanabhan

List of Publications by Year in descending order

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Version: 2024-02-01

17
papers

5,741
citations

567281

15
h-index

940533

16
g-index

17
all docs

17
docs citations

17
times ranked

3210
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing modeling reality and the realities of marketing modeling. Marketing Letters, 2010, 21, 317-333.	2.9	19
2	Research Note "A Cross-Category Model of Households' Incidence and Quantity Decisions. Marketing Science, 2008, 27, 225-235.	4.1	90
3	Invited Commentary "Internet-Based Service Institutions. Marketing Science, 2006, 25, 598-600.	4.1	14
4	Contractual Relationships and Coordination in Distribution Channels. , 2005, , 105-131.		1
5	Comments on "Information Distortion in a Supply Chain: The Bullwhip Effect". Management Science, 2004, 50, 1887-1893.	4.1	115
6	Referral Infomediaries. Marketing Science, 2002, 21, 412-434.	4.1	105
7	Price Competition under Stockpiling and Flexible Consumption. Journal of Marketing Research, 2002, 39, 292-303.	4.8	69
8	The Informational Role of Manufacturer Returns Policies: How They Can Help in Learning the Demand. Marketing Letters, 2001, 12, 341-350.	2.9	37
9	Price Protection in the Personal Computer Industry. Management Science, 2000, 46, 467-482.	4.1	137
10	The Decomposition of Promotional Response: An Empirical Generalization. Marketing Science, 1999, 18, 504-526.	4.1	354
11	Warranties, extended warranties, and product quality. International Journal of Industrial Organization, 1998, 16, 463-493.	1.2	82
12	Information Distortion in a Supply Chain: The Bullwhip Effect. Management Science, 1997, 43, 546-558.	4.1	3,809
13	Slotting Allowances and New Product Introductions. Marketing Science, 1997, 16, 112-128.	4.1	201
14	Manufacturer's Return Policies and Retail Competition. Marketing Science, 1997, 16, 81-94.	4.1	425
15	Why Do We Observe Minimal Warranties?. Marketing Science, 1995, 14, 417-441.	4.1	55
16	Usage Heterogeneity and Extended Warranties. Journal of Economics and Management Strategy, 1995, 4, 33-53.	0.8	69
17	Warranty Policy and Extended Service Contracts: Theory and an Application to Automobiles. Marketing Science, 1993, 12, 230-247.	4.1	159