

# Paul D Berger

## List of Publications by Year in descending order

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48  
papers

2,403  
citations

448610

19  
h-index

312153

41  
g-index

48  
all docs

48  
docs citations

48  
times ranked

1487  
citing authors

#	ARTICLE	IF	CITATIONS
1	One man's path to marketing analytics. <i>Journal of Marketing Analytics</i> , 2016, 4, 1-13.	2.2	3
2	Optimizing time-limited price promotions. <i>Journal of Marketing Analytics</i> , 2016, 4, 77-92.	2.2	8
3	A decision-analysis approach to optimize marketing information-system configurations under uncertainty. <i>Journal of Marketing Analytics</i> , 2015, 3, 14-37.	2.2	2
4	The customer equity implications of using incentives in acquisition channels: A nonprofit application. <i>Journal of Marketing Analytics</i> , 2014, 2, 1-17.	2.2	5
5	Concave or S-Shaped Sales Response to Advertising: Does It Really Matter?. <i>Journal of Advertising Research</i> , 2014, 54, 388-392.	1.0	5
6	Perspectives on Big Data. <i>Journal of Marketing Analytics</i> , 2013, 1, 187-201.	2.2	32
7	A segmentation approach to patient health intervention. <i>Journal of Medical Marketing</i> , 2012, 12, 221-228.	0.2	3
8	A decision-analysis approach for optimal airport security. <i>International Journal of Critical Infrastructure Protection</i> , 2011, 4, 14-21.	2.9	16
9	Connected customer lifetime value: The impact of social media. <i>Journal of Direct, Data and Digital Marketing Practice</i> , 2011, 12, 328-344.	0.3	45
10	A diffusion model for measuring electronic community growth and value. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2010, 18, 33-47.	0.4	3
11	Inequality in the utility of customer data: Implications for data management and usage. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2010, 17, 19-35.	0.6	9
12	Evaluating a model for cost-effective data quality management in a real-world CRM setting. <i>Decision Support Systems</i> , 2010, 50, 152-163.	3.5	41
13	Managing the Quality of Marketing Data: Cost/benefit Tradeoffs and Optimal Configuration. <i>Journal of Interactive Marketing</i> , 2010, 24, 209-221.	4.3	17
14	Inequality in Utility of Data and Its Implications for Data Management. <i>SSRN Electronic Journal</i> , 2009, , .	0.4	0
15	Economics-Driven Data Management: An Application to the Design of Tabular Data Sets. <i>IEEE Transactions on Knowledge and Data Engineering</i> , 2007, 19, 818-831.	4.0	25
16	The role of channel quality in customer equity management. <i>Journal of Business Research</i> , 2007, 60, 1243-1252.	5.8	28
17	Leveraging affiliations by marketing to and through associations. <i>Industrial Marketing Management</i> , 2007, 36, 270-284.	3.7	10
18	From Customer Lifetime Value to Shareholder Value. <i>Journal of Service Research</i> , 2006, 9, 156-167.	7.8	101

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19	The Effect of Media Involvement on Print Advertising Effectiveness. <i>Journal of Promotion Management</i> , 2006, 12, 53-75.	2.4	16
20	Do internet-based surveys increase personal self-disclosure?. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2005, 12, 342-356.	0.6	31
21	Business-to-Business Approaches to Marketing to and Through Associations: A Descriptive Analysis and Research Issues. <i>Journal of Business-to-Business Marketing</i> , 2005, 12, 27-57.	0.8	4
22	The optimal use of standby suppliers: A decision-analysis approach. <i>International Journal of Logistics Research and Applications</i> , 2005, 8, 67-79.	5.6	6
23	How many suppliers are best? A decision-analysis approach. <i>Omega</i> , 2004, 32, 9-15.	3.6	231
24	A Diagnostic Tool for Assessing the Relative Importance of Information in Impression Formation: Application in Order Effects. <i>Marketing Letters</i> , 2004, 15, 113-128.	1.9	9
25	Customer lifetime value determination and strategic implications for a cruise-ship company. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2003, 11, 40-52.	0.6	30
26	The Ecological Fallacy: Some Fundamental Research Misconceptions Corrected. <i>Journal of Advertising Research</i> , 2003, 43, 370-380.	1.0	13
27	Marketing Actions and the Value of Customer Assets. <i>Journal of Service Research</i> , 2002, 5, 39-54.	7.8	204
28	The allocation of promotion budget to maximize customer equity. <i>Omega</i> , 2001, 29, 49-61.	3.6	131
29	The art of the ask: Maximizing verbal compliance in telefundraising. <i>Journal of Interactive Marketing</i> , 2000, 14, 12-40.	4.3	9
30	Customer lifetime value: Marketing models and applications. , 1998, 12, 17-30.		662
31	Quantifying a Statistical Aspect of Segmented Selection/Quota Systems. <i>American Statistician</i> , 1998, 52, 228-232.	0.9	0
32	The effect of direct mail framing strategies and segmentation variables on university fundraising performance. <i>Journal of Direct Marketing</i> , 1997, 11, 30-43.	0.2	16
33	Modelling Cooperative Advertising Decisions in Franchising. <i>Journal of the Operational Research Society</i> , 1996, 47, 1120-1136.	2.1	168
34	The Impact of Direct Marketing Appeals on Charitable Marketing Effectiveness. <i>Journal of the Academy of Marketing Science</i> , 1996, 24, 219-231.	7.2	47
35	New Customer Acquisition: Prospecting Models and the use of Commercially Available External Data. <i>Journal of Direct Marketing</i> , 1995, 9, 8-18.	0.2	43
36	A Learning Curve Analysis of Expert System Use. <i>Decision Sciences</i> , 1992, 23, 797-818.	3.2	40

#	ARTICLE	IF	CITATIONS
37	MANUFACTURING PROCESS TECHNOLOGY <scp>and</scp> SUPPORT STAFF COMPOSITION: AN EMPIRICAL VIEW OF INDUSTRY EVIDENCE. Production and Operations Management, 1992, 1, 5-21.	2.1	21
38	The Impact of Risk Attitude on the Optimal Compensation Plan in a Multi-product Situation. Journal of the Operational Research Society, 1991, 42, 323-330.	2.1	10
39	Joint Research“ A Wave of the Future. Research Technology Management, 1984, 27, 9-11.	0.1	1
40	Determination of optimal length of piles for a construction site. European Journal of Operational Research, 1978, 2, 172-174.	3.5	3
41	Optimal Price and Protection Period Decisions for a Product Under Warranty. Management Science, 1976, 22, 1381-1390.	2.4	165
42	Decision Trees with Continuous Distribution. Journal of the Operational Research Society, 1975, 26, 297-304.	2.1	0
43	A Planning Model to Cope with Absenteeism. The Journal of Business, 1974, 47, 512.	2.1	4
44	Statistical Decision Analysis of Cooperative Advertising Ventures. Journal of the Operational Research Society, 1973, 24, 207-216.	2.1	30
45	Determination of an Optimal Revolving Credit Agreement. Journal of Financial and Quantitative Analysis, 1973, 8, 491.	2.0	4
46	On Setting Optimal Sales Commissions. Journal of the Operational Research Society, 1972, 23, 213-215.	2.1	21
47	Vertical Cooperative Advertising Ventures. Journal of Marketing Research, 1972, 9, 309-312.	3.0	130
48	The Impact of Risk Attitude on the Optimal Compensation Plan in a Multi-product Situation. , 0, .		1