

Sridhar Narayanan

List of Publications by Year in descending order

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15
papers

1,197
citations

759233

12
h-index

1125743

13
g-index

15
all docs

15
docs citations

15
times ranked

711
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 1 | Temporal Differences in the Role of Marketing Communication in New Product Categories. Journal of Marketing Research, 2005, 42, 278-290. | 4.8 | 219 |
| 2 | Return on Investment Implications for Pharmaceutical Promotional Expenditures: The Role of Marketing-Mix Interactions. Journal of Marketing, 2004, 68, 90-105. | 11.3 | 181 |
| 3 | Heterogeneous Learning and the Targeting of Marketing Communication for New Products. Marketing Science, 2009, 28, 424-441. | 4.1 | 172 |
| 4 | The role of self selection, usage uncertainty and learning in the demand for local telephone service. Quantitative Marketing and Economics, 2007, 5, 1-34. | 1.5 | 123 |
| 5 | Position Effects in Search Advertising and their Moderators: A Regression Discontinuity Approach. Marketing Science, 2015, 34, 388-407. | 4.1 | 121 |
| 6 | Estimating Causal Installed-Base Effects: A Bias-Correction Approach. Journal of Marketing Research, 2013, 50, 70-94. | 4.8 | 78 |
| 7 | Inefficiencies in Digital Advertising Markets. Journal of Marketing, 2021, 85, 7-25. | 11.3 | 76 |
| 8 | An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing. Journal of Marketing Research, 2019, 56, 401-418. | 4.8 | 72 |
| 9 | Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry. Marketing Letters, 2005, 16, 293-308. | 2.9 | 49 |
| 10 | Identifying Causal Marketing Mix Effects Using a Regression Discontinuity Design. Marketing Science, 2011, 30, 1079-1097. | 4.1 | 42 |
| 11 | An empirical analysis of individual level casino gambling behavior. Quantitative Marketing and Economics, 2012, 10, 27-62. | 1.5 | 33 |
| 12 | Discrete choice models of firms'™ strategic decisions. Marketing Letters, 2008, 19, 399-416. | 2.9 | 19 |
| 13 | Bayesian estimation of discrete games of complete information. Quantitative Marketing and Economics, 2013, 11, 39-81. | 1.5 | 9 |
| 14 | An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing. SSRN Electronic Journal, 2017, , . | 0.4 | 2 |
| 15 | Inefficiencies in Digital Advertising Markets. SSRN Electronic Journal, 0, , . | 0.4 | 1 |