

Sridhar Narayanan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12002283/publications.pdf>

Version: 2024-02-01

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