

# Russell S Winer

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1221968/publications.pdf>

Version: 2024-02-01

19  
papers

778  
citations

1163117

8  
h-index

996975

15  
g-index

20  
all docs

20  
docs citations

20  
times ranked

480  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Framework for Customer Relationship Management. <i>California Management Review</i> , 2001, 43, 89-105.	6.3	583
2	Choice in Interactive Environments. <i>Marketing Letters</i> , 2005, 16, 309-320.	2.9	37
3	Interactive marketing goes multichannel. <i>Journal of Interactive Marketing</i> , 2005, 19, 2-3.	6.2	28
4	The Pareto rule for frequently purchased packaged goods: an empirical generalization. <i>Marketing Letters</i> , 2017, 28, 491-507.	2.9	28
5	Managerial decision making in customer management: adaptive, fast and frugal?. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 436-455.	11.2	25
6	The "tipping point" feature of social coupons: An empirical investigation. <i>International Journal of Research in Marketing</i> , 2017, 34, 120-136.	4.2	17
7	The Pareto rule in marketing revisited: is it 80/20 or 70/20?. <i>Marketing Letters</i> , 2019, 30, 139-150.	2.9	13
8	JIM makes great strides during 2003. <i>Journal of Interactive Marketing</i> , 2003, 17, 2-4.	6.2	11
9	The past, present, and future of customer management. <i>Marketing Letters</i> , 2020, 31, 125-136.	2.9	9
10	Separating signaling equilibria under random relations between costs and attributes: continuum of attributes. <i>Mathematical Social Sciences</i> , 2004, 48, 81-91.	0.5	8
11	The role and impact of reviewers on the marketing discipline. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 587-592.	11.2	8
12	Editorial: Relaunching <i>Marketing Letters</i> . <i>Marketing Letters</i> , 2020, 31, 311-314.	2.9	5
13	Pricing under noisy signaling. <i>Review of Quantitative Finance and Accounting</i> , 2015, 45, 435-454.	1.6	3
14	A strong year for JIM. <i>Journal of Interactive Marketing</i> , 2004, 18, 2-3.	6.2	2
15	Reflections on My <i>JMR</i> Editorship (1998-2000). <i>Journal of Marketing Research</i> , 2014, 51, 127-130.	4.8	1
16	A New Reviewing System for <i>Journal of Marketing Research</i> . <i>Journal of Marketing Research</i> , 2006, 43, 135-136.	4.8	0
17	Pricing Under Noisy Signaling. <i>SSRN Electronic Journal</i> , 2014, , .	0.4	0
18	The Pareto Rule in Marketing Revisited. <i>SSRN Electronic Journal</i> , 2018, , .	0.4	0

#	ARTICLE	IF	CITATIONS
19	Introduction to special issue on gender and ethnicity in the marketing professoriate. Marketing Letters, 2021, 32, 273.	2.9	0