

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 | Introduction to special issue on gender and ethnicity in the marketing professoriate. <i>Marketing Letters</i> , 2021, 32, 273. | 2.9 | 0 |
| 2 | Editorial: Relaunching <i>Marketing Letters</i> . <i>Marketing Letters</i> , 2020, 31, 311-314. | 2.9 | 5 |
| 3 | The past, present, and future of customer management. <i>Marketing Letters</i> , 2020, 31, 125-136. | 2.9 | 9 |
| 4 | The Pareto rule in marketing revisited: is it 80/20 or 70/20?. <i>Marketing Letters</i> , 2019, 30, 139-150. | 2.9 | 13 |
| 5 | The Pareto Rule in Marketing Revisited. <i>SSRN Electronic Journal</i> , 2018, , . | 0.4 | 0 |
| 6 | 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 |
| 7 | 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 |
| 8 | The Pareto rule for frequently purchased packaged goods: an empirical generalization. <i>Marketing Letters</i> , 2017, 28, 491-507. | 2.9 | 28 |
| 9 | Pricing under noisy signaling. <i>Review of Quantitative Finance and Accounting</i> , 2015, 45, 435-454. | 1.6 | 3 |
| 10 | Pricing Under Noisy Signaling. <i>SSRN Electronic Journal</i> , 2014, , . | 0.4 | 0 |
| 11 | Reflections on My <i>JMR</i> Editorship (1998-2000). <i>Journal of Marketing Research</i> , 2014, 51, 127-130. | 4.8 | 1 |
| 12 | 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 |
| 13 | A New Reviewing System for <i>Journal of Marketing Research</i> . <i>Journal of Marketing Research</i> , 2006, 43, 135-136. | 4.8 | 0 |
| 14 | Interactive marketing goes multichannel. <i>Journal of Interactive Marketing</i> , 2005, 19, 2-3. | 6.2 | 28 |
| 15 | Choice in Interactive Environments. <i>Marketing Letters</i> , 2005, 16, 309-320. | 2.9 | 37 |
| 16 | A strong year for <i>JIM</i> . <i>Journal of Interactive Marketing</i> , 2004, 18, 2-3. | 6.2 | 2 |
| 17 | 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 |
| 18 | <i>JIM</i> makes great strides during 2003. <i>Journal of Interactive Marketing</i> , 2003, 17, 2-4. | 6.2 | 11 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | A Framework for Customer Relationship Management. <i>California Management Review</i> , 2001, 43, 89-105. | 6.3 | 583 |