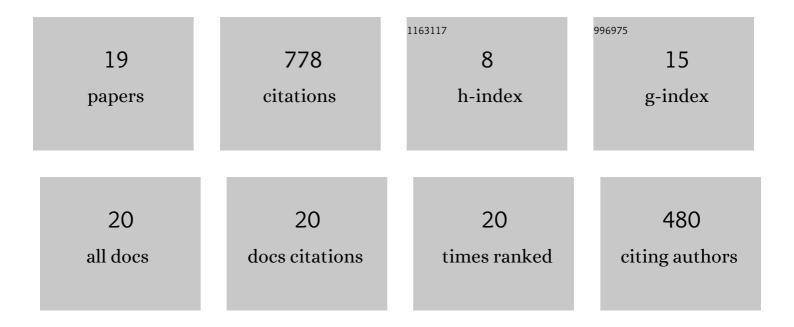
## Russell S Winer

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1221968/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Introduction to special issue on gender and ethnicity in the marketing professoriate. Marketing Letters, 2021, 32, 273.	2.9	Ο
2	Editorial: Relaunching Marketing Letters. Marketing Letters, 2020, 31, 311-314.	2.9	5
3	The past, present, and future of customer management. Marketing Letters, 2020, 31, 125-136.	2.9	9
4	The Pareto rule in marketing revisited: is it 80/20 or 70/20?. Marketing Letters, 2019, 30, 139-150.	2.9	13
5	The Pareto Rule in Marketing Revisited. SSRN Electronic Journal, 2018, , .	0.4	0
6	The role and impact of reviewers on the marketing discipline. Journal of the Academy of Marketing Science, 2017, 45, 587-592.	11.2	8
7	The "tipping point―feature of social coupons: An empirical investigation. International Journal of Research in Marketing, 2017, 34, 120-136.	4.2	17
8	The Pareto rule for frequently purchased packaged goods: an empirical generalization. Marketing Letters, 2017, 28, 491-507.	2.9	28
9	Pricing under noisy signaling. Review of Quantitative Finance and Accounting, 2015, 45, 435-454.	1.6	3
10	Pricing Under Noisy Signaling. SSRN Electronic Journal, 2014, , .	0.4	0
11	Reflections on My <i>JMR</i> Editorship (1998–2000). Journal of Marketing Research, 2014, 51, 127-130.	4.8	1
12	Managerial decision making in customer management: adaptive, fast and frugal?. Journal of the Academy of Marketing Science, 2013, 41, 436-455.	11.2	25
13	A New Reviewing System for Journal of Marketing Research. Journal of Marketing Research, 2006, 43, 135-136.	4.8	0
14	Interactive marketing goes multichannel. Journal of Interactive Marketing, 2005, 19, 2-3.	6.2	28
15	Choice in Interactive Environments. Marketing Letters, 2005, 16, 309-320.	2.9	37
16	A strong year for JIM. Journal of Interactive Marketing, 2004, 18, 2-3.	6.2	2
17	Separating signaling equilibria under random relations between costs and attributes: continuum of attributes. Mathematical Social Sciences, 2004, 48, 81-91.	0.5	8
18	JIM makes great strides during 2003. Journal of Interactive Marketing, 2003, 17, 2-4.	6.2	11

#	Article	IF	CITATIONS
19	A Framework for Customer Relationship Management. California Management Review, 2001, 43, 89-105.	6.3	583