

Jiwoong Shin

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1521419/publications.pdf>

Version: 2024-02-01

10
papers

694
citations

1163117

8
h-index

1372567

10
g-index

10
all docs

10
docs citations

10
times ranked

410
citing authors

#	ARTICLE	IF	CITATIONS
1	A Customer Management Dilemma: When Is It Profitable to Reward One's Own Customers?. Marketing Science, 2010, 29, 671-689.	4.1	190
2	Uninformative Advertising as an Invitation to Search. Marketing Science, 2011, 30, 666-685.	4.1	159
3	How Does Free Riding on Customer Service Affect Competition?. Marketing Science, 2007, 26, 488-503.	4.1	136
4	The Role of Selling Costs in Signaling Price Image. Journal of Marketing Research, 2005, 42, 302-312.	4.8	62
5	Manufacturer marketing initiatives and retailer information sharing. Quantitative Marketing and Economics, 2013, 11, 263-287.	1.5	61
6	Targeted Advertising and Consumer Inference. Marketing Science, 2021, 40, 900-922.	4.1	34
7	Favoring the Winner or Loser in Repeated Contests. Marketing Science, 2013, 32, 768-785.	4.1	29
8	A Model of Two-Sided Costly Communication for Building New Product Category Demand. Marketing Science, 2018, 37, 382-402.	4.1	17
9	A reflection on analytical work in marketing: Three points of consensus. Marketing Letters, 2012, 23, 381-389.	2.9	5
10	Information Disclosure Policy and Its Implications: Ratcheting in Supply Chains. Journal of Marketing Research, 2022, 59, 290-305.	4.8	1