

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