

# Greg M Allenby

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2278979/publications.pdf>

Version: 2024-02-01

170  
papers

8,502  
citations

66343

42  
h-index

53230

85  
g-index

177  
all docs

177  
docs citations

177  
times ranked

3162  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Value of Purchase History Data in Target Marketing. <i>Marketing Science</i> , 1996, 15, 321-340.	4.1	634
2	Marketing models of consumer heterogeneity. <i>Journal of Econometrics</i> , 1998, 89, 57-78.	6.5	532
3	Bayesian Statistics and Marketing. <i>Marketing Science</i> , 2003, 22, 304-328.	4.1	532
4	A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules. <i>Marketing Science</i> , 2004, 23, 391-406.	4.1	355
5	Modeling Consumer Demand for Variety. <i>Marketing Science</i> , 2002, 21, 229-250.	4.1	339
6	Bayesian Statistics and Marketing. <i>SSRN Electronic Journal</i> , 2002, , .	0.4	303
7	Quality Perceptions and Asymmetric Switching Between Brands. <i>Marketing Science</i> , 1991, 10, 185-204.	4.1	252
8	Sentence-Based Text Analysis for Customer Reviews. <i>Marketing Science</i> , 2016, 35, 953-975.	4.1	236
9	Modeling Interdependent Consumer Preferences. <i>Journal of Marketing Research</i> , 2003, 40, 282-294.	4.8	209
10	Using Extremes to Design Products and Segment Markets. <i>Journal of Marketing Research</i> , 1995, 32, 392-403.	4.8	192
11	A Hierarchical Bayes Model of Primary and Secondary Demand. <i>Marketing Science</i> , 1998, 17, 29-44.	4.1	176
12	Multivariate Analysis of Multiple Response Data. <i>Journal of Marketing Research</i> , 2003, 40, 321-334.	4.8	165
13	Modeling Household Purchase Behavior with Logistic Normal Regression. <i>Journal of the American Statistical Association</i> , 1994, 89, 1218-1231.	3.1	161
14	Overcoming Scale Usage Heterogeneity. <i>Journal of the American Statistical Association</i> , 2001, 96, 20-31.	3.1	159
15	On the Heterogeneity of Demand. <i>Journal of Marketing Research</i> , 1998, 35, 384-389.	4.8	158
16	Incorporating Prior Knowledge into the Analysis of Conjoint Studies. <i>Journal of Marketing Research</i> , 1995, 32, 152-162.	4.8	145
17	A Bayesian Approach to Estimating Household Parameters. <i>Journal of Marketing Research</i> , 1993, 30, 171-182.	4.8	141
18	The effects of in-store displays and feature advertising on consideration sets. <i>International Journal of Research in Marketing</i> , 1995, 12, 67-80.	4.2	135

#	ARTICLE	IF	CITATIONS
19	Incorporating Prior Knowledge into the Analysis of Conjoint Studies. <i>Journal of Marketing Research</i> , 1995, 32, 152.	4.8	133
20	On the Heterogeneity of Demand. <i>Journal of Marketing Research</i> , 1998, 35, 384.	4.8	132
21	Using Extremes to Design Products and Segment Markets. <i>Journal of Marketing Research</i> , 1995, 32, 392.	4.8	129
22	A Dynamic Model of Purchase Timing with Application to Direct Marketing. <i>Journal of the American Statistical Association</i> , 1999, 94, 365-374.	3.1	123
23	Bayesian Analysis of Simultaneous Demand and Supply. <i>Quantitative Marketing and Economics</i> , 2003, 1, 251-275.	1.5	117
24	A Unified Approach to Identifying, Estimating and Testing Demand Structures with Aggregate Scanner Data. <i>Marketing Science</i> , 1989, 8, 265-280.	4.1	91
25	Modeling Variation in Brand Preference: The Roles of Objective Environment and Motivating Conditions. <i>Marketing Science</i> , 2002, 21, 14-31.	4.1	91
26	A Bayesian Approach to Estimating Household Parameters. <i>Journal of Marketing Research</i> , 1993, 30, 171.	4.8	78
27	A Choice Model for Packaged Goods: Dealing with Discrete Quantities and Quantity Discounts. <i>Marketing Science</i> , 2004, 23, 95-108.	4.1	71
28	Estimating Heterogeneous EBA and Economic Screening Rule Choice Models. <i>Marketing Science</i> , 2006, 25, 494-509.	4.1	69
29	Measuring the Influence of Individual Preference Structures in Group Decision Making. <i>Journal of Marketing Research</i> , 1999, 36, 476-487.	4.8	66
30	Adjusting Choice Models to Better Predict Market Behavior. <i>Marketing Letters</i> , 2005, 16, 197-208.	2.9	64
31	Economic valuation of product features. <i>Quantitative Marketing and Economics</i> , 2014, 12, 421-456.	1.5	64
32	Reassessing Brand Loyalty, Price Sensitivity, and Merchandising Effects on Consumer Brand Choice. <i>Journal of Business and Economic Statistics</i> , 1995, 13, 281-289.	2.9	62
33	Choice Models in Marketing: Economic Assumptions, Challenges and Trends. <i>Foundations and Trends in Marketing</i> , 2007, 2, 97-184.	1.1	61
34	Measuring the Influence of Individual Preference Structures in Group Decision Making. <i>Journal of Marketing Research</i> , 1999, 36, 476.	4.8	59
35	Title is missing!. <i>Quantitative Marketing and Economics</i> , 2003, 1, 223-244.	1.5	59
36	Multiple-Constraint Choice Models with Corner and Interior Solutions. <i>Marketing Science</i> , 2011, 30, 481-490.	4.1	58

#	ARTICLE	IF	CITATIONS
37	The Effect of Media Advertising on Brand Consideration and Choice. <i>Marketing Science</i> , 2011, 30, 74-91.	4.1	57
38	There Is No Aggregation Bias: Why Macro Logit Models Work. <i>Journal of Business and Economic Statistics</i> , 1991, 9, 1-14.	2.9	53
39	Models for Heterogeneous Variable Selection. <i>Journal of Marketing Research</i> , 2006, 43, 420-430.	4.8	51
40	Determinants of Trademark Dilution. <i>Journal of Consumer Research</i> , 2006, 33, 248-257.	5.1	50
41	An Integrated Model of Discrete Choice and Response Time. <i>Journal of Marketing Research</i> , 2008, 45, 593-607.	4.8	48
42	A Direct Utility Model for Asymmetric Complements. <i>Marketing Science</i> , 2013, 32, 454-470.	4.1	48
43	Modeling Household Purchase Behavior with Logistic Normal Regression. <i>Journal of the American Statistical Association</i> , 1994, 89, 1218.	3.1	48
44	Product attributes and models of multiple discreteness. <i>Journal of Econometrics</i> , 2007, 138, 208-230.	6.5	44
45	Investigating the Strategic Influence of Customer and Employee Satisfaction on Firm Financial Performance. <i>Marketing Science</i> , 2010, 29, 895-908.	4.1	41
46	Hypothesis Testing with Scanner Data: The Advantage of Bayesian Methods. <i>Journal of Marketing Research</i> , 1990, 27, 379-389.	4.8	39
47	A Dynamic Model of Purchase Timing with Application to Direct Marketing. <i>Journal of the American Statistical Association</i> , 1999, 94, 365.	3.1	38
48	Reassessing Brand Loyalty, Price Sensitivity, and Merchandising Effects on Consumer Brand Choice. <i>Journal of Business and Economic Statistics</i> , 1995, 13, 281.	2.9	37
49	Hierarchical Bayes Models: A Practitioners Guide. <i>SSRN Electronic Journal</i> , 2005, , .	0.4	35
50	Economic Trends and Being Trendy: The Influence of Consumer Confidence on Retail Fashion Sales. <i>Journal of Business and Economic Statistics</i> , 1996, 14, 103-111.	2.9	33
51	A Bayesian Approach to Modeling Purchase Frequency. <i>Marketing Letters</i> , 2003, 14, 5-20.	2.9	33
52	Investigating Endogeneity Bias in Marketing. <i>Marketing Science</i> , 2007, 26, 642-650.	4.1	33
53	Sequential sampling models of choice: Some recent advances. <i>Marketing Letters</i> , 2008, 19, 255-267.	2.9	31
54	Hypothesis Testing with Scanner Data: The Advantage of Bayesian Methods. <i>Journal of Marketing Research</i> , 1990, 27, 379.	4.8	30

#	ARTICLE	IF	CITATIONS
55	Market Segmentation Research: Beyond Within and Across Group Differences. Marketing Letters, 2002, 13, 233-243.	2.9	29
56	The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis. Marketing Science, 2013, 32, 533-553.	4.1	29
57	Modeling Indivisible Demand. Marketing Science, 2014, 33, 364-381.	4.1	27
58	A Model for Observation, Structural, and Household Heterogeneity in Panel Data. Marketing Letters, 2000, 11, 137-149.	2.9	26
59	Marketing Science's Growth and Evolution. Marketing Science, 2005, 24, 1-2.	4.1	25
60	Identifying Unmet Demand. Marketing Science, 2011, 30, 61-73.	4.1	25
61	Models of Sequential Evaluation in Best-Worst Choice Tasks. Marketing Science, 2014, 33, 828-848.	4.1	25
62	Structural models of complementary choices. Marketing Letters, 2014, 25, 245-256.	2.9	25
63	A Nonparametric Approach to Identifying Latent Relationships in Hierarchical Models. Marketing Science, 2000, 19, 149-162.	4.1	23
64	The Importance of Modeling Temporal Dependence of Timing and Quantity in Direct Marketing. Journal of Marketing Research, 2009, 46, 482-493.	4.8	20
65	Valuation of Patented Product Features. Journal of Law and Economics, 2014, 57, 629-663.	1.4	20
66	Price Promotions in Choice Models. Marketing Science, 2016, 35, 319-334.	4.1	20
67	A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations. Journal of Marketing Research, 2018, 55, 35-47.	4.8	19
68	Testing Models of Strategic Behavior Characterized by Conditional Likelihoods. Marketing Science, 2011, 30, 686-701.	4.1	18
69	Dynamic Brand Satiation. Journal of Marketing Research, 2012, 49, 842-853.	4.8	18
70	Advancing Non-compensatory Choice Models in Marketing. Customer Needs and Solutions, 2018, 5, 82-92.	0.8	18
71	A research agenda for making scanner data more useful to managers. Marketing Letters, 1994, 5, 395-411.	2.9	17
72	A Model for Trade-Up and Change in Considered Brands. Marketing Science, 2010, 29, 40-56.	4.1	17

#	ARTICLE	IF	CITATIONS
73	Benefit-Based Conjoint Analysis. <i>Marketing Science</i> , 2017, 36, 54-69.	4.1	17
74	Bayesian Analysis of Hierarchical Effects. <i>Marketing Science</i> , 2011, 30, 123-133.	4.1	16
75	Perspectives on Bayesian Methods and Big Data. <i>Customer Needs and Solutions</i> , 2014, 1, 169-175.	0.8	16
76	Modeling Simultaneity in Survey Data. <i>Quantitative Marketing and Economics</i> , 2005, 3, 311-335.	1.5	14
77	Economic foundations of conjoint analysis. <i>Handbook of Economics Marketing</i> , 2019, 1, 151-192.	0.1	12
78	Cross-Validation, the Bayes Theorem, and Small-Sample Bias. <i>Journal of Business and Economic Statistics</i> , 1990, 8, 171-178.	2.9	11
79	Inference for Product Competition and Separable Demand. <i>Marketing Science</i> , 2019, 38, 690-710.	4.1	11
80	Improving Text Analysis Using Sentence Conjunctions and Punctuation. <i>Marketing Science</i> , 2020, 39, 727-742.	4.1	10
81	Cross-Validation, the Bayes Theorem, and Small-Sample Bias. <i>Journal of Business and Economic Statistics</i> , 1990, 8, 171.	2.9	9
82	Economic Trends and Being Trendy: The Influence of Consumer Confidence on Retail Fashion Sales. <i>Journal of Business and Economic Statistics</i> , 1996, 14, 103.	2.9	8
83	Statistics and Marketing. <i>Journal of the American Statistical Association</i> , 2000, 95, 635.	3.1	8
84	Teaching Bayesian Statistics to Marketing and Business Students. <i>American Statistician</i> , 2008, 62, 195-198.	1.6	8
85	Multiple Constraint Choice Models with Corner and Interior Solutions. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8
86	Assessment of atherosclerotic luminal narrowing of coronary arteries based on morphometrically generated visual guides. <i>Cardiovascular Pathology</i> , 2017, 29, 53-60.	1.6	8
87	Personalized market response analysis for a wide variety of products from sparse transaction data. <i>International Journal of Data Science and Analytics</i> , 2018, 5, 233-248.	4.1	8
88	There Is No Aggregation Bias: Why Macro Logit Models Work. <i>Journal of Business and Economic Statistics</i> , 1991, 9, 1.	2.9	7
89	Optimal Product Design by Sequential Experiments in High Dimensions. <i>Management Science</i> , 2019, 65, 3235-3254.	4.1	7
90	Explaining Preference Heterogeneity with Mixed Membership Modeling. <i>Marketing Science</i> , 2020, 39, 407-426.	4.1	7

#	ARTICLE	IF	CITATIONS
91	Hierarchical Modelling of Consumer Heterogeneity: An Application to Target Marketing. Lecture Notes in Statistics, 1995, , 323-349.	0.2	7
92	Statistics and Marketing. Journal of the American Statistical Association, 2000, 95, 635-638.	3.1	6
93	Studying the level-effect in conjoint analysis: An application of efficient experimental designs for hyper-parameter estimation. Quantitative Marketing and Economics, 2009, 7, 69-93.	1.5	6
94	A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations. SSRN Electronic Journal, 2010, , .	0.4	6
95	Monetizing Ratings Data for Product Research. Marketing Science, 2016, 35, 713-726.	4.1	6
96	Integrating Textual Information into Models of Choice and Scaled Response Data. Marketing Science, 2022, 41, 815-830.	4.1	6
97	A new theory of direct market testing. Journal of Direct Marketing, 1987, 1, 24-37.	0.2	5
98	A marginal-predictive approach to identifying household parameters. Marketing Letters, 1993, 4, 227-239.	2.9	5
99	Design for Hyperparameter Estimation in Linear Models. Journal of Statistical Theory and Practice, 2007, 1, 311-328.	0.5	5
100	Conceptualizing and Measuring Prospect Wants: Understanding the Source of Brand Preference. Customer Needs and Solutions, 2014, 1, 23-39.	0.8	5
101	Structural forecasts for marketing data. International Journal of Forecasting, 2017, 33, 433-441.	6.5	5
102	Choice Models for Budgeted Demand and Constrained Allocation. SSRN Electronic Journal, 0, , .	0.4	5
103	Choice Models with Fixed Costs. SSRN Electronic Journal, 0, , .	0.4	5
104	Structural Models of Complementary Choices. SSRN Electronic Journal, 0, , .	0.4	5
105	Modeling Indivisible Demand. SSRN Electronic Journal, 0, , .	0.4	5
106	Modeling marketplace behavior. Journal of the Academy of Marketing Science, 2012, 40, 155-166.	11.2	4
107	Economic Valuation of Product Features. SSRN Electronic Journal, 2013, , .	0.4	4
108	Fundraising design: key issues, unifying framework, and open puzzles. Marketing Letters, 2020, 31, 371-380.	2.9	4

#	ARTICLE	IF	CITATIONS
109	A Direct Utility Model for Market Basket Data. SSRN Electronic Journal, 0, , .	0.4	4
110	Volumetric Conjoint Analysis. SSRN Electronic Journal, 0, , .	0.4	4
111	An Integrated Model of Discrete Choice and Response Time. SSRN Electronic Journal, 2007, , .	0.4	3
112	Non-normal simultaneous regression models for customer linkage analysis. Quantitative Marketing and Economics, 2008, 6, 257-277.	1.5	3
113	The Effect of Media Advertising on Brand Consideration and Choice. SSRN Electronic Journal, 0, , .	0.4	3
114	A Category-Level Model of Asymmetric Complements. SSRN Electronic Journal, 2010, , .	0.4	3
115	Covariance Decompositions for Accurate Computation in Bayesian Scale-Usage Models. Journal of Computational and Graphical Statistics, 2012, 21, 538-557.	1.7	3
116	Inference for marketing decisions. Handbook of Economics Marketing, 2019, , 69-149.	0.1	3
117	Demand Models With Random Partitions. Journal of the American Statistical Association, 2020, 115, 47-65.	3.1	3
118	Bayesian designs for hierarchical linear models. Statistica Sinica, 2012, 22, .	0.3	3
119	Economic Analysis of Charitable Donations. Journal of Marketing and Consumer Behaviour in Emerging Markets, 2016, 2, 40-57.	0.3	3
120	Conjunctive Screening in Models of Multiple Discreteness. SSRN Electronic Journal, 0, , .	0.4	3
121	Reply to Comments on "Bayesian Analysis of Simultaneous Demand and Supply". Quantitative Marketing and Economics, 2003, 1, 299-304.	1.5	2
122	Product Attributes and Models of Multiple Discreteness. SSRN Electronic Journal, 2006, , .	0.4	2
123	Bayesian Applications in Marketing. SSRN Electronic Journal, 2009, , .	0.4	2
124	Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data. SSRN Electronic Journal, 0, , .	0.4	2
125	A threshold model for respondent heterogeneity. Marketing Letters, 2011, 22, 133-146.	2.9	2
126	QME special issue on discrete games. Quantitative Marketing and Economics, 2013, 11, 1-1.	1.5	2



#	ARTICLE	IF	CITATIONS
127	A choice model for mixed decision variables. <i>Journal of Choice Modelling</i> , 2018, 28, 82-96.	2.3	2
128	A Bayesian Approach to Customer Scoring in Direct Marketing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
129	Investigating Endogeneity Bias in Marketing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
130	Non-Normal Simultaneous Regression Models for Customer Linkage Analysis. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
131	A Direct Utility Model for Economies of Scope and Access. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
132	Bayesian Essentials. <i>Wiley Series in Probability and Statistics</i> , 2006, , 9-47.	0.0	1
133	Hierarchical Models for Heterogeneous Units. <i>Wiley Series in Probability and Statistics</i> , 2006, , 129-158.	0.0	1
134	Identifying Unmet Demand. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
135	Valuation of Patented Product Features. <i>SSRN Electronic Journal</i> , 2013, , .	0.4	1
136	Optimal Product Design by Sequential Experiments in High Dimensions. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
137	Benefit-Based Conjoint Analysis. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	1
138	Inference for Product Competition and Separable Demand. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
139	Examining the No-Choice Option in Conjoint Analysis. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
140	Demand Models With Random Partitions. <i>SSRN Electronic Journal</i> , 2018, , .	0.4	1
141	An economic analysis of demand of the very poor. <i>International Journal of Research in Marketing</i> , 2020, 37, 544-556.	4.2	1
142	A Model for Trade-Up and Change in Considered Brands. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
143	Testing Models of Strategic Behavior Characterized by Conditional Likelihoods. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
144	Explaining Preference Heterogeneity with Mixed Membership Modeling. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1

#	ARTICLE	IF	CITATIONS
145	Feature valuation using equilibrium conjoint analysis. , 2018, , .		1
146	When BDT in Marketing Meant Bayesian Decision Theory: The Influence of Paul Green's Research. International Series in Quantitative Marketing, 2004, , 17-39.	0.5	1
147	Bayesian Designs for Hierarchical Linear Models. SSRN Electronic Journal, 0, , .	0.4	1
148	Perspectives on Promotion and Database Marketing. , 2010, , .		1
149	Bayesian Analysis of Heterogeneous Mediation. SSRN Electronic Journal, 0, , .	0.4	1
150	A Choice Model of Utility Maximization and Regret Minimization. Journal of Marketing Research, 2022, 59, 1235-1251.	4.8	1
151	Conjunctive screening in models of multiple discreteness. International Journal of Research in Marketing, 2022, 39, 1209-1234.	4.2	1
152	[Interactive Graphical Methods in the Analysis of Customer Panel Data]: Comment. Journal of Business and Economic Statistics, 1996, 14, 126.	2.9	0
153	Unit-Level Models and Discrete Demand. Wiley Series in Probability and Statistics, 2006, , 103-128.	0.0	0
154	Model Choice and Decision Theory. Wiley Series in Probability and Statistics, 2006, , 159-184.	0.0	0
155	Teaching Bayesian Statistics to Marketing and Business Students. SSRN Electronic Journal, 2008, , .	0.4	0
156	Investigating the Strategic Influence of Customer and Employee Satisfaction on Firm Financial Performance. SSRN Electronic Journal, 2010, , .	0.4	0
157	Dynamic Brand Satiation. SSRN Electronic Journal, 2011, , .	0.4	0
158	Price Promotions in Choice Models. SSRN Electronic Journal, 2013, , .	0.4	0
159	Latent Topic Modeling of Consumer Reviews: Linking Text Evaluations to Customer Satisfaction and Brands. SSRN Electronic Journal, 0, , .	0.4	0
160	Monetizing Ratings Data for Product Research. SSRN Electronic Journal, 0, , .	0.4	0
161	A Model for Mixed Decision Variables: Modeling Subscription versus Ownership of Consumer Goods. SSRN Electronic Journal, 0, , .	0.4	0
162	An Economic Model Explaining Reference Price Effects. SSRN Electronic Journal, 2017, , .	0.4	0

#	ARTICLE	IF	CITATIONS
163	Benefit Formation and Enhancement. Quantitative Marketing and Economics, 2020, 18, 419-468.	1.5	0
164	Intermediate Media Effects. SSRN Electronic Journal, 0, , .	0.4	0
165	Efficient Experimental Designs for Hyperparameter Estimation: Learning When Effect-Sizes are Large. SSRN Electronic Journal, 0, , .	0.4	0
166	A Threshold Model for Respondent Heterogeneity. SSRN Electronic Journal, 0, , .	0.4	0
167	Statistical Bob " Contributions to Statistical Analysis in Marketing. , 2010, , 75-78.		0
168	The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis. SSRN Electronic Journal, 0, , .	0.4	0
169	Economic Models of Choice. SSRN Electronic Journal, 0, , .	0.4	0
170	An Integrative Model for Complex Conjoint Analysis. SSRN Electronic Journal, 0, , .	0.4	0