# Greg M Allenby

List of Publications by Year
in descending order

| 170 papers | 8,502 citations | 66343<br>42 h-index | 53230<br>85 g-index |
|---|---|---|---|
| 177 all docs | 177 docs citations | 177 times ranked | 3162 citing authors |

| # | Article | IF | Citations |
|---|---------|----|-----------|
| 1 | Integrating Textual Information into Models of Choice and Scaled Response Data. Marketing Science, 2022, 41, 815-830. | 4.1 | 6 |
| 2 | A Choice Model of Utility Maximization and Regret Minimization. Journal of Marketing Research, 2022, 59, 1235-1251. | 4.8 | 1 |
| 3 | Conjunctive screening in models of multiple discreteness. International Journal of Research in Marketing, 2022, 39, 1209-1234. | 4.2 | 1 |
| 4 | Demand Models With Random Partitions. Journal of the American Statistical Association, 2020, 115, 47-65. | 3.1 | 3 |
| 5 | Improving Text Analysis Using Sentence Conjunctions and Punctuation. Marketing Science, 2020, 39, 727-742. | 4.1 | 10 |
| 6 | Benefit Formation and Enhancement. Quantitative Marketing and Economics, 2020, 18, 419-468. | 1.5 | 0 |
| 7 | Explaining Preference Heterogeneity with Mixed Membership Modeling. Marketing Science, 2020, 39, 407-426. | 4.1 | 7 |
| 8 | Fundraising design: key issues, unifying framework, and open puzzles. Marketing Letters, 2020, 31, 371-380. | 2.9 | 4 |
| 9 | An economic analysis of demand of the very poor. International Journal of Research in Marketing, 2020, 37, 544-556. | 4.2 | 1 |
| 10 | Inference for Product Competition and Separable Demand. Marketing Science, 2019, 38, 690-710. | 4.1 | 11 |
| 11 | Economic foundations of conjoint analysis. Handbook of Economics Marketing, 2019, 1, 151-192. | 0.1 | 12 |
| 12 | Inference for marketing decisions. Handbook of Economics Marketing, 2019, , 69-149. | 0.1 | 3 |
| 13 | Optimal Product Design by Sequential Experiments in High Dimensions. Management Science, 2019, 65, 3235-3254. | 4.1 | 7 |
| 14 | Advancing Non-compensatory Choice Models in Marketing. Customer Needs and Solutions, 2018, 5, 82-92. | 0.8 | 18 |
| 15 | 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 |
| 16 | Demand Models With Random Partitions. SSRN Electronic Journal, 2018, , . | 0.4 | 1 |
| 17 | Personalized market response analysis for a wide variety of products from sparse transaction data. International Journal of Data Science and Analytics, 2018, 5, 233-248. | 4.1 | 8 |
| 18 | A choice model for mixed decision variables. Journal of Choice Modelling, 2018, 28, 82-96. | 2.3 | 2 |

| # | ARTICLE | IF | CITATIONS |
|---|---------|----|-----------| 
| 19 | Feature valuation using equilibrium conjoint analysis. , 2018, , . | | 1 |
| 20 | Structural forecasts for marketing data. International Journal of Forecasting, 2017, 33, 433-441. | 6.5 | 5 |
| 21 | Assessment of atherosclerotic luminal narrowing of coronary arteries based on morphometrically generated visual guides. Cardiovascular Pathology, 2017, 29, 53-60. | 1.6 | 8 |
| 22 | Benefit-Based Conjoint Analysis. Marketing Science, 2017, 36, 54-69. | 4.1 | 17 |
| 23 | An Economic Model Explaining Reference Price Effects. SSRN Electronic Journal, 2017, , . | 0.4 | 0 |
| 24 | Monetizing Ratings Data for Product Research. Marketing Science, 2016, 35, 713-726. | 4.1 | 6 |
| 25 | Sentence-Based Text Analysis for Customer Reviews. Marketing Science, 2016, 35, 953-975. | 4.1 | 236 |
| 26 | Price Promotions in Choice Models. Marketing Science, 2016, 35, 319-334. | 4.1 | 20 |
| 27 | Economic Analysis of Charitable Donations. Journal of Marketing and Consumer Behaviour in Emerging Markets, 2016, 2, 40-57. | 0.3 | 3 |
| 28 | Benefit-Based Conjoint Analysis. SSRN Electronic Journal, 2015, , . | 0.4 | 1 |
| 29 | Economic valuation of product features. Quantitative Marketing and Economics, 2014, 12, 421-456. | 1.5 | 64 |
| 30 | Models of Sequential Evaluation in Best-Worst Choice Tasks. Marketing Science, 2014, 33, 828-848. | 4.1 | 25 |
| 31 | Conceptualizing and Measuring Prospect Wants: Understanding the Source of Brand Preference. Customer Needs and Solutions, 2014, 1, 23-39. | 0.8 | 5 |
| 32 | Structural models of complementary choices. Marketing Letters, 2014, 25, 245-256. | 2.9 | 25 |
| 33 | Perspectives on Bayesian Methods and Big Data. Customer Needs and Solutions, 2014, 1, 169-175. | 0.8 | 16 |
| 34 | Modeling Indivisible Demand. Marketing Science, 2014, 33, 364-381. | 4.1 | 27 |
| 35 | Valuation of Patented Product Features. Journal of Law and Economics, 2014, 57, 629-663. | 1.4 | 20 |
| 36 | QME special issue on discrete games. Quantitative Marketing and Economics, 2013, 11, 1-1. | 1.5 | 2 |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 37 | The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis. Marketing Science, 2013, 32, 533-553. | 4.1 | 29 |
| 38 | A Direct Utility Model for Asymmetric Complements. Marketing Science, 2013, 32, 454-470. | 4.1 | 48 |
| 39 | Price Promotions in Choice Models. SSRN Electronic Journal, 2013, , . | 0.4 | 0 |
| 40 | Economic Valuation of Product Features. SSRN Electronic Journal, 2013, , . | 0.4 | 4 |
| 41 | Valuation of Patented Product Features. SSRN Electronic Journal, 2013, , . | 0.4 | 1 |
| 42 | Covariance Decompositions for Accurate Computation in Bayesian Scale-Usage Models. Journal of Computational and Graphical Statistics, 2012, 21, 538-557. | 1.7 | 3 |
| 43 | Dynamic Brand Satiation. Journal of Marketing Research, 2012, 49, 842-853. | 4.8 | 18 |
| 44 | Modeling marketplace behavior. Journal of the Academy of Marketing Science, 2012, 40, 155-166. | 11.2 | 4 |
| 45 | Bayesian designs for hierarchical linear models. Statistica Sinica, 2012, 22, . | 0.3 | 3 |
| 46 | The Effect of Media Advertising on Brand Consideration and Choice. Marketing Science, 2011, 30, 74-91. | 4.1 | 57 |
| 47 | Bayesian Analysis of Hierarchical Effects. Marketing Science, 2011, 30, 123-133. | 4.1 | 16 |
| 48 | Dynamic Brand Satiation. SSRN Electronic Journal, 2011, , . | 0.4 | 0 |
| 49 | A threshold model for respondent heterogeneity. Marketing Letters, 2011, 22, 133-146. | 2.9 | 2 |
| 50 | Testing Models of Strategic Behavior Characterized by Conditional Likelihoods. Marketing Science, 2011, 30, 686-701. | 4.1 | 18 |
| 51 | Multiple-Constraint Choice Models with Corner and Interior Solutions. Marketing Science, 2011, 30, 481-490. | 4.1 | 58 |
| 52 | Identifying Unmet Demand. Marketing Science, 2011, 30, 61-73. | 4.1 | 25 |
| 53 | A Model for Trade-Up and Change in Considered Brands. Marketing Science, 2010, 29, 40-56. | 4.1 | 17 |
| 54 | A Category-Level Model of Asymmetric Complements. SSRN Electronic Journal, 2010, , . | 0.4 | 3 |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 55 | A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations. SSRN Electronic Journal, 2010, , . | 0.4 | 6 |
| 56 | Investigating the Strategic Influence of Customer and Employee Satisfaction on Firm Financial Performance. SSRN Electronic Journal, 2010, , . | 0.4 | 0 |
| 57 | Investigating the Strategic Influence of Customer and Employee Satisfaction on Firm Financial Performance. Marketing Science, 2010, 29, 895-908. | 4.1 | 41 |
| 58 | Statistical Bob â€" Contributions to Statistical Analysis in Marketing. , 2010, , 75-78. | | 0 |
| 59 | Perspectives on Promotion and Database Marketing. , 2010, , . | | 1 |
| 60 | Bayesian Applications in Marketing. SSRN Electronic Journal, 2009, , . | 0.4 | 2 |
| 61 | The Importance of Modeling Temporal Dependence of Timing and Quantity in Direct Marketing. Journal of Marketing Research, 2009, 46, 482-493. | 4.8 | 20 |
| 62 | 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 |
| 63 | Non-normal simultaneous regression models for customer linkage analysis. Quantitative Marketing and Economics, 2008, 6, 257-277. | 1.5 | 3 |
| 64 | Sequential sampling models of choice: Some recent advances. Marketing Letters, 2008, 19, 255-267. | 2.9 | 31 |
| 65 | Teaching Bayesian Statistics to Marketing and Business Students. American Statistician, 2008, 62, 195-198. | 1.6 | 8 |
| 66 | An Integrated Model of Discrete Choice and Response Time. Journal of Marketing Research, 2008, 45, 593-607. | 4.8 | 48 |
| 67 | Teaching Bayesian Statistics to Marketing and Business Students. SSRN Electronic Journal, 2008, , . | 0.4 | 0 |
| 68 | Investigating Endogeneity Bias in Marketing. Marketing Science, 2007, 26, 642-650. | 4.1 | 33 |
| 69 | Design for Hyperparameter Estimation in Linear Models. Journal of Statistical Theory and Practice, 2007, 1, 311-328. | 0.5 | 5 |
| 70 | Choice Models in Marketing: Economic Assumptions, Challenges and Trends. Foundations and Trends in Marketing, 2007, 2, 97-184. | 1.1 | 61 |
| 71 | An Integrated Model of Discrete Choice and Response Time. SSRN Electronic Journal, 2007, , . | 0.4 | 3 |
| 72 | Product attributes and models of multiple discreteness. Journal of Econometrics, 2007, 138, 208-230. | 6.5 | 44 |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 73 | Product Attributes and Models of Multiple Discreteness. SSRN Electronic Journal, 2006, , . | 0.4 | 2 |
| 74 | Bayesian Essentials. Wiley Series in Probability and Statistics, 2006, , 9-47. | 0.0 | 1 |
| 75 | Unit-Level Models and Discrete Demand. Wiley Series in Probability and Statistics, 2006, , 103-128. | 0.0 | 0 |
| 76 | Hierarchical Models for Heterogeneous Units. Wiley Series in Probability and Statistics, 2006, , 129-158. | 0.0 | 1 |
| 77 | Model Choice and Decision Theory. Wiley Series in Probability and Statistics, 2006, , 159-184. | 0.0 | 0 |
| 78 | Models for Heterogeneous Variable Selection. Journal of Marketing Research, 2006, 43, 420-430. | 4.8 | 51 |
| 79 | Determinants of Trademark Dilution. Journal of Consumer Research, 2006, 33, 248-257. | 5.1 | 50 |
| 80 | Estimating Heterogeneous EBA and Economic Screening Rule Choice Models. Marketing Science, 2006, 25, 494-509. | 4.1 | 69 |
| 81 | Marketing Scienceâ€"Growth and Evolution. Marketing Science, 2005, 24, 1-2. | 4.1 | 25 |
| 82 | Adjusting Choice Models to Better Predict Market Behavior. Marketing Letters, 2005, 16, 197-208. | 2.9 | 64 |
| 83 | Modeling Simultaneity in Survey Data. Quantitative Marketing and Economics, 2005, 3, 311-335. | 1.5 | 14 |
| 84 | Hierarchical Bayes Models: A Practitioners Guide. SSRN Electronic Journal, 2005, , . | 0.4 | 35 |
| 85 | A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules. Marketing Science, 2004, 23, 391-406. | 4.1 | 355 |
| 86 | A Choice Model for Packaged Goods: Dealing with Discrete Quantities and Quantity Discounts. Marketing Science, 2004, 23, 95-108. | 4.1 | 71 |
| 87 | When BDT in Marketing Meant Bayesian Decision Theory: The Influence of Paul Greenâ€™s Research. International Series in Quantitative Marketing, 2004, , 17-39. | 0.5 | 1 |
| 88 | Title is missing!. Quantitative Marketing and Economics, 2003, 1, 223-244. | 1.5 | 59 |
| 89 | Bayesian Analysis of Simultaneous Demand and Supply. Quantitative Marketing and Economics, 2003, 1, 251-275. | 1.5 | 117 |
| 90 | Reply to Comments on â€œBayesian Analysis of Simultaneous Demand and Supplyâ€• Quantitative Marketing and Economics, 2003, 1, 299-304. | 1.5 | 2 |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 91 | A Bayesian Approach to Modeling Purchase Frequency. Marketing Letters, 2003, 14, 5-20. | 2.9 | 33 |
| 92 | Modeling Interdependent Consumer Preferences. Journal of Marketing Research, 2003, 40, 282-294. | 4.8 | 209 |
| 93 | Multivariate Analysis of Multiple Response Data. Journal of Marketing Research, 2003, 40, 321-334. | 4.8 | 165 |
| 94 | Bayesian Statistics and Marketing. Marketing Science, 2003, 22, 304-328. | 4.1 | 532 |
| 95 | Modeling Variation in Brand Preference: The Roles of Objective Environment and Motivating Conditions. Marketing Science, 2002, 21, 14-31. | 4.1 | 91 |
| 96 | Modeling Consumer Demand for Variety. Marketing Science, 2002, 21, 229-250. | 4.1 | 339 |
| 97 | Bayesian Statistics and Marketing. SSRN Electronic Journal, 2002, , . | 0.4 | 303 |
| 98 | Market Segmentation Research: Beyond Within and Across Group Differences. Marketing Letters, 2002, 13, 233-243. | 2.9 | 29 |
| 99 | Overcoming Scale Usage Heterogeneity. Journal of the American Statistical Association, 2001, 96, 20-31. | 3.1 | 159 |
| 100 | A Nonparametric Approach to Identifying Latent Relationships in Hierarchical Models. Marketing Science, 2000, 19, 149-162. | 4.1 | 23 |
| 101 | A Model for Observation, Structural, and Household Heterogeneity in Panel Data. Marketing Letters, 2000, 11, 137-149. | 2.9 | 26 |
| 102 | Statistics and Marketing. Journal of the American Statistical Association, 2000, 95, 635-638. | 3.1 | 6 |
| 103 | Statistics and Marketing. Journal of the American Statistical Association, 2000, 95, 635. | 3.1 | 8 |
| 104 | Measuring the Influence of Individual Preference Structures in Group Decision Making. Journal of Marketing Research, 1999, 36, 476-487. | 4.8 | 66 |
| 105 | A Dynamic Model of Purchase Timing with Application to Direct Marketing. Journal of the American Statistical Association, 1999, 94, 365-374. | 3.1 | 123 |
| 106 | Measuring the Influence of Individual Preference Structures in Group Decision Making. Journal of Marketing Research, 1999, 36, 476. | 4.8 | 59 |
| 107 | A Dynamic Model of Purchase Timing with Application to Direct Marketing. Journal of the American Statistical Association, 1999, 94, 365. | 3.1 | 38 |
| 108 | Marketing models of consumer heterogeneity. Journal of Econometrics, 1998, 89, 57-78. | 6.5 | 532 |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 109 | A Hierarchical Bayes Model of Primary and Secondary Demand. Marketing Science, 1998, 17, 29-44. | 4.1 | 176 |
| 110 | On the Heterogeneity of Demand. Journal of Marketing Research, 1998, 35, 384. | 4.8 | 132 |
| 111 | On the Heterogeneity of Demand. Journal of Marketing Research, 1998, 35, 384-389. | 4.8 | 158 |
| 112 | [Interactive Graphical Methods in the Analysis of Customer Panel Data]: Comment. Journal of Business and Economic Statistics, 1996, 14, 126. | 2.9 | 0 |
| 113 | Economic Trends and Being Trendy: The Influence of Consumer Confidence on Retail Fashion Sales. Journal of Business and Economic Statistics, 1996, 14, 103. | 2.9 | 8 |
| 114 | Economic Trends and Being Trendy: The Influence of Consumer Confidence on Retail Fashion Sales. Journal of Business and Economic Statistics, 1996, 14, 103-111. | 2.9 | 33 |
| 115 | The Value of Purchase History Data in Target Marketing. Marketing Science, 1996, 15, 321-340. | 4.1 | 634 |
| 116 | Incorporating Prior Knowledge into the Analysis of Conjoint Studies. Journal of Marketing Research, 1995, 32, 152-162. | 4.8 | 145 |
| 117 | Using Extremes to Design Products and Segment Markets. Journal of Marketing Research, 1995, 32, 392-403. | 4.8 | 192 |
| 118 | Reassessing Brand Loyalty, Price Sensitivity, and Merchandising Effects on Consumer Brand Choice. Journal of Business and Economic Statistics, 1995, 13, 281-289. | 2.9 | 62 |
| 119 | Using Extremes to Design Products and Segment Markets. Journal of Marketing Research, 1995, 32, 392. | 4.8 | 129 |
| 120 | Incorporating Prior Knowledge into the Analysis of Conjoint Studies. Journal of Marketing Research, 1995, 32, 152. | 4.8 | 133 |
| 121 | Reassessing Brand Loyalty, Price Sensitivity, and Merchandising Effects on Consumer Brand Choice. Journal of Business and Economic Statistics, 1995, 13, 281. | 2.9 | 37 |
| 122 | The effects of in-store displays and feature advertising on consideration sets. International Journal of Research in Marketing, 1995, 12, 67-80. | 4.2 | 135 |
| 123 | Hierarchical Modelling of Consumer Heterogeneity: An Application to Target Marketing. Lecture Notes in Statistics, 1995, , 323-349. | 0.2 | 7 |
| 124 | A research agenda for making scanner data more useful to managers. Marketing Letters, 1994, 5, 395-411. | 2.9 | 17 |
| 125 | Modeling Household Purchase Behavior with Logistic Normal Regression. Journal of the American Statistical Association, 1994, 89, 1218-1231. | 3.1 | 161 |
| 126 | Modeling Household Purchase Behavior with Logistic Normal Regression. Journal of the American Statistical Association, 1994, 89, 1218. | 3.1 | 48 |

| # | Article | IF | Citations |
|---|---------|----|-----------| 
| 127 | A marginal-predictive approach to identifying household parameters. Marketing Letters, 1993, 4, 227-239. | 2.9 | 5 |
| 128 | A Bayesian Approach to Estimating Household Parameters. Journal of Marketing Research, 1993, 30, 171. | 4.8 | 78 |
| 129 | A Bayesian Approach to Estimating Household Parameters. Journal of Marketing Research, 1993, 30, 171-182. | 4.8 | 141 |
| 130 | There Is No Aggregation Bias: Why Macro Logit Models Work. Journal of Business and Economic Statistics, 1991, 9, 1. | 2.9 | 7 |
| 131 | Quality Perceptions and Asymmetric Switching Between Brands. Marketing Science, 1991, 10, 185-204. | 4.1 | 252 |
| 132 | There Is No Aggregation Bias: Why Macro Logit Models Work. Journal of Business and Economic Statistics, 1991, 9, 1-14. | 2.9 | 53 |
| 133 | Hypothesis Testing with Scanner Data: The Advantage of Bayesian Methods. Journal of Marketing Research, 1990, 27, 379-389. | 4.8 | 39 |
| 134 | Hypothesis Testing with Scanner Data: The Advantage of Bayesian Methods. Journal of Marketing Research, 1990, 27, 379. | 4.8 | 30 |
| 135 | Cross-Validation, the Bayes Theorem, and Small-Sample Bias. Journal of Business and Economic Statistics, 1990, 8, 171-178. | 2.9 | 11 |
| 136 | Cross-Validation, the Bayes Theorem, and Small-Sample Bias. Journal of Business and Economic Statistics, 1990, 8, 171. | 2.9 | 9 |
| 137 | A Unified Approach to Identifying, Estimating and Testing Demand Structures with Aggregate Scanner Data. Marketing Science, 1989, 8, 265-280. | 4.1 | 91 |
| 138 | A new theory of direct market testing. Journal of Direct Marketing, 1987, 1, 24-37. | 0.2 | 5 |
| 139 | The Effect of Media Advertising on Brand Consideration and Choice. SSRN Electronic Journal, 0, , . | 0.4 | 3 |
| 140 | Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data. SSRN Electronic Journal, 0, , . | 0.4 | 2 |
| 141 | Multiple Constraint Choice Models with Corner and Interior Solutions. SSRN Electronic Journal, 0, , . | 0.4 | 8 |
| 142 | Identifying Unmet Demand. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 143 | Latent Topic Modeling of Consumer Reviews: Linking Text Evaluations to Customer Satisfaction and Brands. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 144 | Monetizing Ratings Data for Product Research. SSRN Electronic Journal, 0, , . | 0.4 | 0 |

| # | Article | IF | Citations |
|---|---------|----|-----------|
| 145 | Optimal Product Design by Sequential Experiments in High Dimensions. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 146 | A Model for Mixed Decision Variables: Modeling Subscription versus Ownership of Consumer Goods. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 147 | Inference for Product Competition and Separable Demand. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 148 | Examining the No-Choice Option in Conjoint Analysis. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 149 | A Model for Trade-Up and Change in Considered Brands. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 150 | A Direct Utility Model for Market Basket Data. SSRN Electronic Journal, 0, , . | 0.4 | 4 |
| 151 | Testing Models of Strategic Behavior Characterized by Conditional Likelihoods. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 152 | Choice Models for Budgeted Demand and Constrained Allocation. SSRN Electronic Journal, 0, , . | 0.4 | 5 |
| 153 | Choice Models with Fixed Costs. SSRN Electronic Journal, 0, , . | 0.4 | 5 |
| 154 | Structural Models of Complementary Choices. SSRN Electronic Journal, 0, , . | 0.4 | 5 |
| 155 | Explaining Preference Heterogeneity with Mixed Membership Modeling. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 156 | Volumetric Conjoint Analysis. SSRN Electronic Journal, 0, , . | 0.4 | 4 |
| 157 | A Bayesian Approach to Customer Scoring in Direct Marketing. SSRN Electronic Journal, 0, , . | 0.4 | 2 |
| 158 | Investigating Endogeneity Bias in Marketing. SSRN Electronic Journal, 0, , . | 0.4 | 2 |
| 159 | Non-Normal Simultaneous Regression Models for Customer Linkage Analysis. SSRN Electronic Journal, 0, , . | 0.4 | 2 |
| 160 | Intermediate Media Effects. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 161 | Efficient Experimental Designs for Hyperparameter Estimation: Learning When Effect-Sizes are Large. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 162 | Bayesian Designs for Hierarchical Linear Models. SSRN Electronic Journal, 0, , . | 0.4 | 1 |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 163 | A Threshold Model for Respondent Heterogeneity. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 164 | Modeling Indivisible Demand. SSRN Electronic Journal, 0, , . | 0.4 | 5 |
| 165 | The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 166 | Economic Models of Choice. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 167 | Bayesian Analysis of Heterogeneous Mediation. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 168 | A Direct Utility Model for Economies of Scope and Access. SSRN Electronic Journal, 0, , . | 0.4 | 2 |
| 169 | Conjunctive Screening in Models of Multiple Discreteness. SSRN Electronic Journal, 0, , . | 0.4 | 3 |
| 170 | An Integrative Model for Complex Conjoint Analysis. SSRN Electronic Journal, 0, , . | 0.4 | 0 |