

Wesley R Hartmann

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2495781/publications.pdf>

Version: 2024-02-01

5
papers

167
citations

1937685

4
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

108
citing authors

#	ARTICLE	IF	CITATIONS
1	Intertemporal effects of consumption and their implications for demand elasticity estimates. Quantitative Marketing and Economics, 2006, 4, 325-349.	1.5	59
2	Super Bowl Ads. Marketing Science, 2018, 37, 78-96.	4.1	46
3	Advertising competition in presidential elections. Quantitative Marketing and Economics, 2016, 14, 1-40.	1.5	30
4	Information vs. Automation and Implications for Dynamic Pricing. Management Science, 2020, 66, 290-314.	4.1	28
5	Internet versus Television Advertising: A Brand-Building Comparison. Journal of Marketing Research, 2013, 50, 578-590.	4.8	4