

Robert Zeithammer

List of Publications by Year in descending order

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Version: 2024-02-01

23
papers

631
citations

759233

12
h-index

677142

22
g-index

23
all docs

23
docs citations

23
times ranked

408
citing authors

#	ARTICLE	IF	CITATIONS
1	Forward-Looking Bidding in Online Auctions. <i>Journal of Marketing Research</i> , 2006, 43, 462-476.	4.8	125
2	<i>Pay What You Want</i> as a Marketing Strategy in Monopolistic and Competitive Markets. <i>Management Science</i> , 2015, 61, 1217-1236.	4.1	101
3	The Sealed-Bid Abstraction in Online Auctions. <i>Marketing Science</i> , 2010, 29, 964-987.	4.1	53
4	Forecasting new product trial in a controlled test market environment. <i>Journal of Forecasting</i> , 2003, 22, 391-410.	2.8	43
5	Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions. <i>Marketing Letters</i> , 2005, 16, 401-413.	2.9	40
6	Vertical Differentiation with Variety-Seeking Consumers. <i>Management Science</i> , 2013, 59, 390-401.	4.1	37
7	Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. <i>Customer Needs and Solutions</i> , 2018, 5, 121-136.	0.8	34
8	Research Note—Strategic Bid-Shading and Sequential Auctioning with Learning from Past Prices. <i>Management Science</i> , 2007, 53, 1510-1519.	4.1	33
9	Consumer Preferences for Annuity Attributes: Beyond Net Present Value. <i>Journal of Marketing Research</i> , 2016, 53, 240-262.	4.8	29
10	Bayesian estimation of multivariate-normal models when dimensions are absent. <i>Quantitative Marketing and Economics</i> , 2006, 4, 241-265.	1.5	27
11	Optimal Reverse-Pricing Mechanisms. <i>Marketing Science</i> , 2010, 29, 1058-1070.	4.1	23
12	Research Note—Optimal Selling in Dynamic Auctions: Adaptation Versus Commitment. <i>Marketing Science</i> , 2007, 26, 859-867.	4.1	14
13	Statistical Benefits of Choices from Subsets. <i>Journal of Marketing Research</i> , 2009, 46, 816-831.	4.8	13
14	The Hesitant <i>Hai Gui</i> : Return-Migration Preferences of U.S.-Educated Chinese Scientists and Engineers. <i>Journal of Marketing Research</i> , 2013, 50, 644-663.	4.8	12
15	Soft Floors in Auctions. <i>Management Science</i> , 2019, 65, 4204-4221.	4.1	10
16	Commitment in sequential auctioning: advance listings and threshold prices. <i>Economic Theory</i> , 2009, 38, 187-216.	0.9	9
17	Optimal selling strategies when buyers name their own prices. <i>Quantitative Marketing and Economics</i> , 2015, 13, 135-171.	1.5	8
18	Bidding for Bidders? How the Format for Soliciting Supplier Participation in NYOP Auctions Impacts Channel Profit. <i>Management Science</i> , 2017, 63, 4324-4344.	4.1	7

#	ARTICLE	IF	CITATIONS
19	A reflection on analytical work in marketing: Three points of consensus. Marketing Letters, 2012, 23, 381-389.	2.9	5
20	The Modern Advertising Agency Selection Contest: A Case for Stipends to New Participants. Journal of Marketing Research, 2016, 53, 773-789.	4.8	5
21	The pivotal role of fairness: Which consumers like annuities?. Financial Planning Review, 2018, 1, e1019.	2.0	2
22	Erratum to "Optimal Reverse-Pricing Mechanisms" by Martin Spann, Robert Zeithammer, and Gerald Häubl. Marketing Science, 2015, 34, 297-299.	4.1	1
23	Rejoinder "Causes and Implications of Some Bidders Not Conforming to the Sealed-Bid Abstraction. Marketing Science, 2010, 29, 998-1000.	4.1	0