

Robert Zeithammer

List of Publications by Year in descending order

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23
papers

631
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759233

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677142

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23
times ranked

408
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | Soft Floors in Auctions. <i>Management Science</i> , 2019, 65, 4204-4221. | 4.1 | 10 |
| 2 | 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 |
| 3 | The pivotal role of fairness: Which consumers like annuities?. <i>Financial Planning Review</i> , 2018, 1, e1019. | 2.0 | 2 |
| 4 | 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 |
| 5 | Consumer Preferences for Annuity Attributes: Beyond Net Present Value. <i>Journal of Marketing Research</i> , 2016, 53, 240-262. | 4.8 | 29 |
| 6 | The Modern Advertising Agency Selection Contest: A Case for Stipends to New Participants. <i>Journal of Marketing Research</i> , 2016, 53, 773-789. | 4.8 | 5 |
| 7 | <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 |
| 8 | Optimal selling strategies when buyers name their own prices. <i>Quantitative Marketing and Economics</i> , 2015, 13, 135-171. | 1.5 | 8 |
| 9 | Erratum to "Optimal Reverse-Pricing Mechanisms" by Martin Spann, Robert Zeithammer, and Gerald Häubl. <i>Marketing Science</i> , 2015, 34, 297-299. | 4.1 | 1 |
| 10 | Vertical Differentiation with Variety-Seeking Consumers. <i>Management Science</i> , 2013, 59, 390-401. | 4.1 | 37 |
| 11 | 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 |
| 12 | A reflection on analytical work in marketing: Three points of consensus. <i>Marketing Letters</i> , 2012, 23, 381-389. | 2.9 | 5 |
| 13 | The Sealed-Bid Abstraction in Online Auctions. <i>Marketing Science</i> , 2010, 29, 964-987. | 4.1 | 53 |
| 14 | Rejoinder"Causes and Implications of Some Bidders Not Conforming to the Sealed-Bid Abstraction. <i>Marketing Science</i> , 2010, 29, 998-1000. | 4.1 | 0 |
| 15 | Optimal Reverse-Pricing Mechanisms. <i>Marketing Science</i> , 2010, 29, 1058-1070. | 4.1 | 23 |
| 16 | Commitment in sequential auctioning: advance listings and threshold prices. <i>Economic Theory</i> , 2009, 38, 187-216. | 0.9 | 9 |
| 17 | Statistical Benefits of Choices from Subsets. <i>Journal of Marketing Research</i> , 2009, 46, 816-831. | 4.8 | 13 |
| 18 | Research Note"Optimal Selling in Dynamic Auctions: Adaptation Versus Commitment. <i>Marketing Science</i> , 2007, 26, 859-867. | 4.1 | 14 |

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|----|--|-----|-----------|
| 19 | Research Note“Strategic Bid-Shading and Sequential Auctioning with Learning from Past Prices. Management Science, 2007, 53, 1510-1519. | 4.1 | 33 |
| 20 | Forward-Looking Bidding in Online Auctions. Journal of Marketing Research, 2006, 43, 462-476. | 4.8 | 125 |
| 21 | Bayesian estimation of multivariate-normal models when dimensions are absent. Quantitative Marketing and Economics, 2006, 4, 241-265. | 1.5 | 27 |
| 22 | Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions. Marketing Letters, 2005, 16, 401-413. | 2.9 | 40 |
| 23 | Forecasting new product trial in a controlled test market environment. Journal of Forecasting, 2003, 22, 391-410. | 2.8 | 43 |