

Venkatesh Shankar

List of Publications by Year in descending order

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Version: 2024-02-01

96
papers

12,118
citations

57631

44
h-index

49773

87
g-index

112
all docs

112
docs citations

112
times ranked

5995
citing authors

#	ARTICLE	IF	CITATIONS
1	Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. <i>International Journal of Research in Marketing</i> , 2022, 39, 541-565.	2.4	33
2	An overview and empirical comparison of natural language processing (NLP) models and an introduction to and empirical application of autoencoder models in marketing. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1324-1350.	7.2	19
3	How Technology is Changing Retail. <i>Journal of Retailing</i> , 2021, 97, 13-27.	4.0	170
4	Omnichannel marketing: Are cross-channel effects symmetric?. <i>International Journal of Research in Marketing</i> , 2021, 38, 290-310.	2.4	21
5	Should firms invest more in marketing or R&D to maintain sales leadership? An empirical analysis of sales leader firms. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 1088-1108.	7.2	10
6	Emerging market innovations: unique and differential drivers, practitioner implications, and research agenda. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1030-1052.	7.2	31
7	Challenges and Future Directions of Computational Advertising Measurement Systems. <i>Journal of Advertising</i> , 2020, 49, 446-458.	4.1	39
8	Transforming the Customer Experience Through New Technologies. <i>Journal of Interactive Marketing</i> , 2020, 51, 57-71.	4.3	341
9	A case against the trickle-down effect in technology ecosystems. <i>PLoS ONE</i> , 2019, 14, e0218370.	1.1	6
10	Mobile App Introduction and Online and Offline Purchases and Product Returns. <i>Marketing Science</i> , 2019, 38, 756-772.	2.7	101
11	The Relative Effects of Business-to-Business (vs. Business-to-Consumer) Service Innovations on Firm Value and Firm Risk: An Empirical Analysis. <i>Journal of Marketing</i> , 2019, 83, 133-152.	7.0	49
12	Mobile Marketing 2.0: State of the Art and Research Agenda. <i>Review of Marketing Research</i> , 2019, , 97-119.	0.2	11
13	Generating Technology Evolution Prediction Intervals Using a Bootstrap Method. <i>Journal of Mechanical Design, Transactions of the ASME</i> , 2019, 141, .	1.7	4
14	System evolution prediction and manipulation using a Lotkaâ€“Volterra ecosystem model. <i>Design Studies</i> , 2019, 60, 103-138.	1.9	10
15	Pricing hybrid bundles by understanding the drivers of willingness to pay. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 497-515.	7.2	20
16	Generating Technology Evolution Prediction Intervals With Bootstrap Method. , 2018, , .		0
17	How Artificial Intelligence (AI) is Reshaping Retailing. <i>Journal of Retailing</i> , 2018, 94, vi-xi.	4.0	173
18	Technology Evolution Prediction Using Lotkaâ€“Volterra Equations. <i>Journal of Mechanical Design, Transactions of the ASME</i> , 2018, 140, .	1.7	25

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19	From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model. Journal of the Association for Consumer Research, 2018, 3, 277-293.	1.0	44
20	Emerging retailer pricing trends and practices. , 2018, , .		8
21	Modeling the evolution of system technology performance when component and system technology performances interact: Commensalism and amensalism. Technological Forecasting and Social Change, 2017, 125, 116-124.	6.2	18
22	Crisis Management Strategies and the Long-Term Effects of Product Recalls on Firm Value. Journal of Marketing, 2017, 81, 30-48.	7.0	112
23	Product Performance Evolution Prediction by Lotka-Volterra Equations. , 2017, , .		0
24	From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model. SSRN Electronic Journal, 2017, , .	0.4	1
25	Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Avenues. Journal of Interactive Marketing, 2016, 34, 37-48.	4.3	244
26	Pricing Strategies for Hybrid Bundles: Analytical Model and Insights. Journal of Retailing, 2016, 92, 133-146.	4.0	25
27	The Dynamic Impact of Product-Harm Crises on Brand Preference and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry. Management Science, 2015, 61, 2514-2535.	2.4	129
28	Shopper Marketing 2.0: Opportunities and Challenges. Review of Marketing Research, 2014, , 189-208.	0.2	17
29	Leveraging Social Media in the Pharmaceutical Industry. International Series in Quantitative Marketing, 2014, , 477-505.	0.5	9
30	Asymmetries in the Effects of Drivers of Brand Loyalty Between Early and Late Adopters and Across Technology Generations. Journal of Interactive Marketing, 2014, 28, 26-42.	4.3	79
31	An Across-Store Analysis of Intrinsic and Extrinsic Cross-Category Effects. Customer Needs and Solutions, 2014, 1, 143-153.	0.5	9
32	First-Mover Advantage in the Internet-Enabled Market Environment. Progress in IS, 2014, , 157-185.	0.5	1
33	Effective Marketing Science Applications: Insights from the ISMS-MSI Practice Prize Finalist Papers and Projects. Marketing Science, 2013, 32, 229-245.	2.7	32
34	How Emerging Markets are Reshaping the Innovation Architecture of Global Firms. Review of Marketing Research, 2013, , 191-212.	0.2	5
35	Service Innovativeness and Firm Value. Journal of Marketing Research, 2013, 50, 259-276.	3.0	196
36	Are Multichannel Customers Really more Valuable? The Moderating Role of Product Category Characteristics. Journal of Marketing, 2013, 77, 67-85.	7.0	281

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37	Innovations in Retailing. Journal of Retailing, 2011, 87, S1-S2.	4.0	23
38	Innovations in Shopper Marketing: Current Insights and Future Research Issues. Journal of Retailing, 2011, 87, S29-S42.	4.0	272
39	Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues. Journal of Interactive Marketing, 2010, 24, 111-120.	4.3	422
40	Recent Trends and Emerging Practices in Retailer Pricing. , 2010, , 301-318.		21
41	Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights. Journal of Marketing, 2009, 73, 99-117.	7.0	59
42	Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research. Journal of Retailing, 2009, 85, 42-55.	4.0	233
43	Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions. Journal of Interactive Marketing, 2009, 23, 70-81.	4.3	485
44	Mobile Marketing: A Synthesis and Prognosis. Journal of Interactive Marketing, 2009, 23, 118-129.	4.3	343
45	A Closer Look into the Future of Interactive Marketing. Journal of Interactive Marketing, 2009, 23, 105-107.	4.3	9
46	Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights. Journal of Marketing, 2009, 73, 99-117.	7.0	49
47	The Internet and International Marketing. , 2009, , 451-467.		5
48	First-mover advantage in an Internet-enabled market environment: conceptual framework and propositions. Journal of the Academy of Marketing Science, 2008, 36, 293-308.	7.2	74
49	<i>JIM</i> marches on. Journal of Interactive Marketing, 2008, 22, 2-3.	4.3	3
50	Strategic Marketing Decision Models for the Pharmaceutical Industry. Profiles in Operations Research, 2008, , 469-498.	0.3	1
51	Practice Prize Paperâ€™<i>BRAN*EQT</i>: A Multicategory Brand Equity Model and Its Application at Allstate. Marketing Science, 2008, 27, 567-584.	2.7	82
52	Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships?. Management Science, 2007, 53, 357-374.	2.4	206
53	New Product Preannouncements and Shareholder Value: Don't Make Promises you Can't Keep. Journal of Marketing Research, 2007, 44, 468-489.	3.0	198
54	The growth of interactions and dialogs in interactive marketing. Journal of Interactive Marketing, 2007, 21, 2-4.	4.3	62

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55	Efficient replenishment in the distribution channel. <i>Journal of Retailing</i> , 2007, 83, 253-278.	4.0	31
56	Challenges and Opportunities in Multichannel Customer Management. <i>Journal of Service Research</i> , 2006, 9, 95-112.	7.8	812
57	When customer relationship management meets data mining. <i>Journal of Interactive Marketing</i> , 2006, 20, 2-4.	4.3	28
58	The Effects of New Franchisor Partnering Strategies on Franchise System Size. <i>Management Science</i> , 2006, 52, 773-787.	2.4	112
59	Proactive and Reactive Product Line Strategies: Asymmetries Between Market Leaders and Followers. <i>Management Science</i> , 2006, 52, 276-292.	2.4	49
60	Recent Trends and Emerging Practices in Retailer Pricing. , 2006, , 255-269.		7
61	Interactive marketing goes multichannel. <i>Journal of Interactive Marketing</i> , 2005, 19, 2-3.	4.3	28
62	Practice Prize Article"CHAN4CAST: A Multichannel, Multiregion Sales Forecasting Model and Decision Support System for Consumer Packaged Goods. <i>Marketing Science</i> , 2005, 24, 334-350.	2.7	81
63	Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study. <i>Journal of Marketing</i> , 2005, 69, 133-152.	7.0	1,071
64	The Roles of Channel-Category Associations and Geodemographics in Channel Patronage. <i>Journal of Marketing</i> , 2004, 68, 51-71.	7.0	167
65	An Empirical Analysis of Determinants of Retailer Pricing Strategy. <i>Marketing Science</i> , 2004, 23, 28-49.	2.7	194
66	Price dispersion on the internet: A review and directions for future research. <i>Journal of Interactive Marketing</i> , 2004, 18, 116-135.	4.3	167
67	A strong year for JIM. <i>Journal of Interactive Marketing</i> , 2004, 18, 2-3.	4.3	2
68	Price Levels and Price Dispersion Within and Across Multiple Retailer Types: Further Evidence and Extension. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 176-187.	7.2	149
69	Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration From a Business-to-Business Service Context. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 293-311.	7.2	1,219
70	An empirically derived taxonomy of retailer pricing and promotion strategies. <i>Journal of Retailing</i> , 2003, 79, 213-224.	4.0	106
71	Symbian: Customer interaction through collaboration and competition in a convergent industry. <i>Journal of Interactive Marketing</i> , 2003, 17, 56-76.	4.3	31
72	A new vision for the journal. <i>Journal of Interactive Marketing</i> , 2003, 17, 2-4.	4.3	9

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73	JIM makes great strides during 2003. Journal of Interactive Marketing, 2003, 17, 2-4.	4.3	11
74	Network effects and competition: an empirical analysis of the home video game industry. Strategic Management Journal, 2003, 24, 375-384.	4.7	351
75	Customer satisfaction and loyalty in online and offline environments. International Journal of Research in Marketing, 2003, 20, 153-175.	2.4	1,118
76	On the Efficiency of Internet Markets for Consumer Goods. Journal of Public Policy and Marketing, 2003, 22, 4-16.	2.2	73
77	Can Price Dispersion in Online Markets be Explained by Differences in e-Tailer Service Quality?. SSRN Electronic Journal, 2003, , .	0.4	24
78	Can Price Dispersion in Online Markets be Explained by Differences in E-Tailer Service Quality?. Journal of the Academy of Marketing Science, 2002, 30, 433-445.	7.2	199
79	Network Effects and Competition: An Empirical Analysis of the Home Video Game Industry. SSRN Electronic Journal, 2002, , .	0.4	16
80	Inferring Market Structure from Customer Response to Competing and Complementary Products. Marketing Letters, 2002, 13, 221-232.	1.9	59
81	The Advantages of Entry in the Growth Stage of the Product Life Cycle: An Empirical Analysis. Journal of Marketing Research, 1999, 36, 269-276.	3.0	82
82	New Product Introduction and Incumbent Response Strategies: Their Interrelationship and the Role of Multimarket Contact. Journal of Marketing Research, 1999, 36, 327-344.	3.0	98
83	New Product Introduction and Incumbent Response Strategies: Their Interrelationship and the Role of Multimarket Contact. Journal of Marketing Research, 1999, 36, 327.	3.0	71
84	The Advantages of Entry in the Growth Stage of the Product Life Cycle: An Empirical Analysis. Journal of Marketing Research, 1999, 36, 269.	3.0	96
85	Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers. Journal of Marketing Research, 1998, 35, 54.	3.0	178
86	Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers. Journal of Marketing Research, 1998, 35, 54-70.	3.0	242
87	Pioneers' Marketing Mix Reactions to Entry in Different Competitive Game Structures: Theoretical Analysis and Empirical Illustration. Marketing Science, 1997, 16, 271-293.	2.7	67
88	Relating price sensitivity to retailer promotional variables and pricing policy: an empirical analysis. Journal of Retailing, 1996, 72, 249-272.	4.0	84
89	Price competition between pure play versus bricks-and-clicks e-tailers: Analytical model and empirical analysis. Advances in Applied Microeconomics, 0, , 29-61.	0.3	63
90	THE EVOLUTION OF PRICE DISPERSION IN INTERNET RETAIL MARKETS. Advances in Applied Microeconomics, 0, , 85-105.	0.3	45

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91	Strategic Allocation of Marketing Resources: Methods and Managerial Insights. SSRN Electronic Journal, 0, , .	0.4	10
92	How Valuable are Multichannel Customers? The Moderating Effects of Product Category on the Relationship between Channel Preference and Monetary Value. SSRN Electronic Journal, 0, , .	0.4	0
93	The Effects of B2B Service Innovations on Firm Value and Firm Risk: How Do They Differ from Those of B2C Service Innovations?. SSRN Electronic Journal, 0, , .	0.4	1
94	The Impact of Mobile App Failures on Online and Offline Purchases. SSRN Electronic Journal, 0, , .	0.4	2
95	Service Innovations, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet-Enabled Service Innovations. SSRN Electronic Journal, 0, , .	0.4	0
96	Effective Marketing Science Applications: Insights from ISMS-MSI Practice Prize Finalist Papers and Projects. SSRN Electronic Journal, 0, , .	0.4	2