

# Duncan I Simester

## List of Publications by Year in descending order

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Version: 2024-02-01

44  
papers

4,545  
citations

159358

30  
h-index

264894

42  
g-index

44  
all docs

44  
docs citations

44  
times ranked

2677  
citing authors

| #  | ARTICLE   | IF  | CITATIONS |
|----|---|-----|-----------|
| 1  | Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Costs on the Concentration of Product Sales. <i>Management Science</i> , 2011, 57, 1373-1386.                     | 2.4 | 564       |
| 2  | Firm-Wide Incentives and Mutual Monitoring at Continental Airlines. <i>Journal of Labor Economics</i> , 2001, 19, 743-772.  | 1.5 | 294       |
| 3  | Customer Satisfaction Incentives. <i>Marketing Science</i> , 1994, 13, 327-350.   | 2.7 | 282       |
| 4  | Title is missing!, 2001, 12, 5-12.  |     | 266       |
| 5  | The Option Value of Returns: Theory and Empirical Evidence. <i>Marketing Science</i> , 2009, 28, 405-423.   | 2.7 | 219       |
| 6  | Measuring and Mitigating the Costs of Stockouts. <i>Management Science</i> , 2006, 52, 1751-1763.   | 2.4 | 204       |
| 7  | Effects of \$9 Price Endings on Retail Sales: Evidence from Field Experiments. <i>Quantitative Marketing and Economics</i> , 2003, 1, 93-110.                                     | 0.7 | 198       |
| 8  | Reviews without a Purchase: Low Ratings, Loyal Customers, and Deception. <i>Journal of Marketing Research</i> , 2014, 51, 249-269.  | 3.0 | 195       |
| 9  | Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis. <i>Journal of Marketing Research</i> , 2004, 41, 116-131.   | 3.0 | 173       |
| 10 | Long-Run Effects of Promotion Depth on New Versus Established Customers: Three Field Studies. <i>Marketing Science</i> , 2004, 23, 4-20.  | 2.7 | 171       |
| 11 | Fast Polyhedral Adaptive Conjoint Estimation. <i>Marketing Science</i> , 2003, 22, 273-303.   | 2.7 | 168       |
| 12 | Signalling Price Image Using Advertised Prices. <i>Marketing Science</i> , 1995, 14, 166-188.   | 2.7 | 142       |
| 13 | Price Stickiness and Customer Antagonism <sup>*</sup> . <i>Quarterly Journal of Economics</i> , 2010, 125, 729-765.   | 3.8 | 129       |
| 14 | Optimizing Product Line Designs: Efficient Methods and Comparisons. <i>Management Science</i> , 2008, 54, 1544-1552.  | 2.4 | 117       |
| 15 | Advertising in a Competitive Market: The Role of Product Standards, Customer Learning, and Switching Costs. <i>Journal of Marketing Research</i> , 2013, 50, 489-504.             | 3.0 | 114       |
| 16 | <b>Research Note</b> "Does Demand Fall When Customers Perceive That Prices Are Unfair? The Case of Premium Pricing for Large Sizes. <i>Marketing Science</i> , 2008, 27, 492-500. | 2.7 | 102       |
| 17 | Dynamic Catalog Mailing Policies. <i>Management Science</i> , 2006, 52, 683-696.  | 2.4 | 95        |
| 18 | How Sales Taxes Affect Customer and Firm Behavior: The Role of Search on the Internet. <i>Journal of Marketing Research</i> , 2010, 47, 229-239.                                  | 3.0 | 93        |

| #  | ARTICLE  | IF  | CITATIONS |
|----|--|-----|-----------|
| 19 | Bias and Variance Approximation in Value Function Estimates. <i>Management Science</i> , 2007, 53, 308-322.  | 2.4 | 76        |
| 20 | The Role of Sale Signs. <i>Marketing Science</i> , 1998, 17, 139-155.  | 2.7 | 73        |
| 21 | Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities, and Combinations of Criteria. <i>Management Science</i> , 1995, 41, 322-333.                           | 2.4 | 66        |
| 22 | Internal Customers and Internal Suppliers. <i>Journal of Marketing Research</i> , 1996, 33, 268.   | 3.0 | 65        |
| 23 | Direct and Indirect Bargaining Costs and the Scope of the Firm. <i>The Journal of Business</i> , 2002, 75, 283-304.  | 2.1 | 61        |
| 24 | Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain. <i>Journal of Marketing Research</i> , 2000, 37, 102-112. | 3.0 | 60        |
| 25 | Are Sale Signs Less Effective When More Products Have Them?. <i>Marketing Science</i> , 2001, 20, 121-142.   | 2.7 | 58        |
| 26 | DYNAMICS OF RETAIL ADVERTISING: EVIDENCE FROM A FIELD EXPERIMENT. <i>Economic Inquiry</i> , 2009, 47, 482-499.   | 1.0 | 58        |
| 27 | “The Best Price You’ll Ever Get”: The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry. <i>Marketing Science</i> , 2010, 29, 268-290.                                   | 2.7 | 58        |
| 28 | Targeting Prospective Customers: Robustness of Machine-Learning Methods to Typical Data Challenges. <i>Management Science</i> , 2020, 66, 2495-2522.   | 2.4 | 54        |
| 29 | Price Stickiness: Empirical Evidence of the Menu Cost Channel. <i>Review of Economics and Statistics</i> , 2015, 97, 813-826.  | 2.3 | 49        |
| 30 | Price Discrimination as an Adverse Signal: Why an Offer to Spread Payments May Hurt Demand. <i>Marketing Science</i> , 2001, 20, 315-327.  | 2.7 | 41        |
| 31 | Why Are Bad Products So Hard to Kill?. <i>Management Science</i> , 2010, 56, 1161-1179.  | 2.4 | 40        |
| 32 | Note. Optimal Promotion Strategies: A Demand-Sided Characterization. <i>Management Science</i> , 1997, 43, 251-256.  | 2.4 | 37        |
| 33 | Why Do Salespeople Spend So Much Time Lobbying for Low Prices?. <i>Marketing Science</i> , 2014, 33, 796-808.  | 2.7 | 36        |
| 34 | Decision Stages and Asymmetries in Regular Retail Price Pass-Through. <i>Marketing Science</i> , 2016, 35, 619-639.  | 2.7 | 33        |
| 35 | The Value of Field Experiments. <i>Management Science</i> , 2015, 61, 1722-1740.   | 2.4 | 30        |
| 36 | Determinants of Asset Ownership: A Study of the Carpentry Trade. <i>Review of Economics and Statistics</i> , 2005, 87, 50-58.  | 2.3 | 28        |

| #  | ARTICLE  | IF  | CITATIONS |
|----|--|-----|-----------|
| 37 | Efficiently Evaluating Targeting Policies: Improving on Champion vs. Challenger Experiments. Management Science, 2020, 66, 3412-3424.                                    | 2.4 | 28        |
| 38 | Harbingers of Failure. Journal of Marketing Research, 2015, 52, 580-592.   | 3.0 | 24        |
| 39 | Side Payments in Marketing. Marketing Science, 1997, 16, 246-255.  | 2.7 | 18        |
| 40 | Introduction to the Special Issue on Marketing Science and Field Experiments. Marketing Science, 2020, 39, 1033-1038.  | 2.7 | 15        |
| 41 | Forecasting criminal sentencing decisions. International Journal of Forecasting, 1993, 9, 49-60.   | 3.9 | 4         |
| 42 | The short and long-run impact of empowering customers in corporate social responsibility initiatives. Journal of Economic Behavior and Organization, 2021, 192, 616-637. | 1.0 | 4         |
| 43 | The Surprising Breadth of Harbingers of Failure. Journal of Marketing Research, 2019, 56, 1034-1049.   | 3.0 | 3         |
| 44 | Designing Supply and Distribution Channels. , 0, , 616-629.  |     | 0         |