

# Duncan I Simester

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8501576/publications.pdf>

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	The short and long-run impact of empowering customers in corporate social responsibility initiatives. <i>Journal of Economic Behavior and Organization</i> , 2021, 192, 616-637.	1.0	4
2	Targeting Prospective Customers: Robustness of Machine-Learning Methods to Typical Data Challenges. <i>Management Science</i> , 2020, 66, 2495-2522.	2.4	54
3	Efficiently Evaluating Targeting Policies: Improving on Champion vs. Challenger Experiments. <i>Management Science</i> , 2020, 66, 3412-3424.	2.4	28
4	Introduction to the Special Issue on Marketing Science and Field Experiments. <i>Marketing Science</i> , 2020, 39, 1033-1038.	2.7	15
5	The Surprising Breadth of Harbingers of Failure. <i>Journal of Marketing Research</i> , 2019, 56, 1034-1049.	3.0	3
6	Decision Stages and Asymmetries in Regular Retail Price Pass-Through. <i>Marketing Science</i> , 2016, 35, 619-639.	2.7	33
7	The Value of Field Experiments. <i>Management Science</i> , 2015, 61, 1722-1740.	2.4	30
8	Price Stickiness: Empirical Evidence of the Menu Cost Channel. <i>Review of Economics and Statistics</i> , 2015, 97, 813-826.	2.3	49
9	Harbingers of Failure. <i>Journal of Marketing Research</i> , 2015, 52, 580-592.	3.0	24
10	Reviews without a Purchase: Low Ratings, Loyal Customers, and Deception. <i>Journal of Marketing Research</i> , 2014, 51, 249-269.	3.0	195
11	Why Do Salespeople Spend So Much Time Lobbying for Low Prices?. <i>Marketing Science</i> , 2014, 33, 796-808.	2.7	36
12	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
13	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
14	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
15	“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
16	Why Are Bad Products So Hard to Kill?. <i>Management Science</i> , 2010, 56, 1161-1179.	2.4	40
17	Price Stickiness and Customer Antagonism <sup>*</sup> . <i>Quarterly Journal of Economics</i> , 2010, 125, 729-765.	3.8	129
18	The Option Value of Returns: Theory and Empirical Evidence. <i>Marketing Science</i> , 2009, 28, 405-423.	2.7	219

#	ARTICLE	IF	CITATIONS
19	DYNAMICS OF RETAIL ADVERTISING: EVIDENCE FROM A FIELD EXPERIMENT. <i>Economic Inquiry</i> , 2009, 47, 482-499.	1.0	58
20	Optimizing Product Line Designs: Efficient Methods and Comparisons. <i>Management Science</i> , 2008, 54, 1544-1552.	2.4	117
21	Research Note "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
22	Bias and Variance Approximation in Value Function Estimates. <i>Management Science</i> , 2007, 53, 308-322.	2.4	76
23	Measuring and Mitigating the Costs of Stockouts. <i>Management Science</i> , 2006, 52, 1751-1763.	2.4	204
24	Dynamic Catalog Mailing Policies. <i>Management Science</i> , 2006, 52, 683-696.	2.4	95
25	Determinants of Asset Ownership: A Study of the Carpentry Trade. <i>Review of Economics and Statistics</i> , 2005, 87, 50-58.	2.3	28
26	Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis. <i>Journal of Marketing Research</i> , 2004, 41, 116-131.	3.0	173
27	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
28	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
29	Fast Polyhedral Adaptive Conjoint Estimation. <i>Marketing Science</i> , 2003, 22, 273-303.	2.7	168
30	Direct and Indirect Bargaining Costs and the Scope of the Firm. <i>The Journal of Business</i> , 2002, 75, 283-304.	2.1	61
31	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
32	Firm-Wide Incentives and Mutual Monitoring at Continental Airlines. <i>Journal of Labor Economics</i> , 2001, 19, 743-772.	1.5	294
33	Are Sale Signs Less Effective When More Products Have Them?. <i>Marketing Science</i> , 2001, 20, 121-142.	2.7	58
34	Title is missing!. , 2001, 12, 5-12.		266
35	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
36	The Role of Sale Signs. <i>Marketing Science</i> , 1998, 17, 139-155.	2.7	73

#	ARTICLE	IF	CITATIONS
37	Note. Optimal Promotion Strategies: A Demand-Sided Characterization. Management Science, 1997, 43, 251-256.	2.4	37
38	Side Payments in Marketing. Marketing Science, 1997, 16, 246-255.	2.7	18
39	Internal Customers and Internal Suppliers. Journal of Marketing Research, 1996, 33, 268.	3.0	65
40	Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities, and Combinations of Criteria. Management Science, 1995, 41, 322-333.	2.4	66
41	Signalling Price Image Using Advertised Prices. Marketing Science, 1995, 14, 166-188.	2.7	142
42	Customer Satisfaction Incentives. Marketing Science, 1994, 13, 327-350.	2.7	282
43	Forecasting criminal sentencing decisions. International Journal of Forecasting, 1993, 9, 49-60.	3.9	4
44	Designing Supply and Distribution Channels. , 0, , 616-629.		0