

Pradeep K Chintagunta

List of Publications by Year in descending order

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174
papers

12,056
citations

20817

60
h-index

33894

99
g-index

177
all docs

177
docs citations

177
times ranked

4621
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of Online User Reviews on Movie Box Office Performance: Accounting for Sequential Rollout and Aggregation Across Local Markets. <i>Marketing Science</i> , 2010, 29, 944-957.	4.1	734
2	The Effect of Banner Advertising on Internet Purchasing. <i>Journal of Marketing Research</i> , 2006, 43, 98-108.	4.8	363
3	Investigating Purchase Incidence, Brand Choice and Purchase Quantity Decisions of Households. <i>Marketing Science</i> , 1993, 12, 184-208.	4.1	282
4	Customer Value Assessment in Business Markets:. <i>Journal of Business-to-Business Marketing</i> , 1992, 1, 3-29.	1.5	277
5	A Bayesian Model to Forecast New Product Performance in Domestic and International Markets. <i>Marketing Science</i> , 1999, 18, 115-136.	4.1	276
6	Response Modeling with Nonrandom Marketing-Mix Variables. <i>Journal of Marketing Research</i> , 2004, 41, 467-478.	4.8	275
7	How Does Assortment Affect Grocery Store Choice?. <i>Journal of Marketing Research</i> , 2009, 46, 176-189.	4.8	268
8	On Using Demographic Variables to Determine Segment Membership in Logit Mixture Models. <i>Journal of Marketing Research</i> , 1994, 31, 128-136.	4.8	246
9	Empirical Analysis of Indirect Network Effects in the Market for Personal Digital Assistants. <i>Quantitative Marketing and Economics</i> , 2004, 2, 23-58.	1.5	243
10	Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data. <i>Journal of Marketing Research</i> , 1991, 28, 417-428.	4.8	235
11	Manufacturer-Retailer Channel Interactions and Implications for Channel Power: An Empirical Investigation of Pricing in a Local Market. <i>Marketing Science</i> , 2000, 19, 127-148.	4.1	231
12	Quantifying Transaction Costs in Online/Off-line Grocery Channel Choice. <i>Marketing Science</i> , 2012, 31, 96-114.	4.1	220
13	Temporal Differences in the Role of Marketing Communication in New Product Categories. <i>Journal of Marketing Research</i> , 2005, 42, 278-290.	4.8	219
14	On Using Demographic Variables to Determine Segment Membership in Logit Mixture Models. <i>Journal of Marketing Research</i> , 1994, 31, 128.	4.8	188
15	Tipping and Concentration in Markets with Indirect Network Effects. <i>Marketing Science</i> , 2010, 29, 216-249.	4.1	185
16	Return on Investment Implications for Pharmaceutical Promotional Expenditures: The Role of Marketing-Mix Interactions. <i>Journal of Marketing</i> , 2004, 68, 90-105.	11.3	181
17	Investigating Household State Dependence Effects across Categories. <i>Journal of Marketing Research</i> , 1999, 36, 488-500.	4.8	176
18	Investigating the Effects of Store-Brand Introduction on Retailer Demand and Pricing Behavior. <i>Management Science</i> , 2002, 48, 1242-1267.	4.1	171

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19	Investigating Category Pricing Behavior at a Retail Chain. <i>Journal of Marketing Research</i> , 2002, 39, 141-154.	4.8	163
20	An Empirical Investigation of Advertising Strategies in a Dynamic Duopoly. <i>Management Science</i> , 1992, 38, 1230-1244.	4.1	161
21	A Framework for Investigating Habits, "The Hand of the Past," and Heterogeneity in Dynamic Brand Choice. <i>Marketing Science</i> , 1996, 15, 280-299.	4.1	153
22	Structural Modeling in Marketing: Review and Assessment. <i>Marketing Science</i> , 2006, 25, 604-616.	4.1	151
23	A Dynamic Model of Channel Member Strategies for Marketing Expenditures. <i>Marketing Science</i> , 1992, 11, 168-188.	4.1	148
24	An Empirical Analysis of Shopping Behavior Across Online and Offline Channels for Grocery Products: The Moderating Effects of Household and Product Characteristics. <i>Journal of Interactive Marketing</i> , 2010, 24, 251-268.	6.2	148
25	A Micromodel of New Product Adoption with Heterogeneous and Forward-Looking Consumers: Application to the Digital Camera Category. <i>Quantitative Marketing and Economics</i> , 2003, 1, 371-407.	1.5	146
26	Understanding Store-Brand Purchase Behavior Across Categories. <i>Marketing Science</i> , 2006, 25, 75-90.	4.1	145
27	Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data. <i>Journal of Marketing Research</i> , 1991, 28, 417.	4.8	137
28	Blogs, Advertising, and Local-Market Movie Box Office Performance. <i>Management Science</i> , 2013, 59, 2635-2654.	4.1	136
29	Personalization in Email Marketing: The Role of Noninformative Advertising Content. <i>Marketing Science</i> , 2018, 37, 236-258.	4.1	129
30	The Proportional Hazard Model for Purchase Timing. <i>Journal of Business and Economic Statistics</i> , 2003, 21, 368-382.	2.9	127
31	The role of self selection, usage uncertainty and learning in the demand for local telephone service. <i>Quantitative Marketing and Economics</i> , 2007, 5, 1-34.	1.5	123
32	Research Note "A Comparison of Within-Household Price Sensitivity Across Online and Offline Channels. <i>Marketing Science</i> , 2008, 27, 283-299.	4.1	121
33	Investigating Household State Dependence Effects across Categories. <i>Journal of Marketing Research</i> , 1999, 36, 488.	4.8	119
34	Store Brands: Who Buys Them and What Happens to Retail Prices When They Are Introduced?. <i>Review of Industrial Organization</i> , 2004, 24, 195-218.	0.7	118
35	Balancing Profitability and Customer Welfare in a Supermarket Chain. <i>Quantitative Marketing and Economics</i> , 2003, 1, 111-147.	1.5	117
36	Simultaneous or Sequential? Search Strategies in the U.S. Auto Insurance Industry. <i>Marketing Science</i> , 2017, 36, 21-42.	4.1	117

#	ARTICLE	IF	CITATIONS
37	The Effect of Signal Quality and Contiguous Word of Mouth on Customer Acquisition for a Video-on-Demand Service. <i>Marketing Science</i> , 2010, 29, 690-700.	4.1	116
38	A Random-Coefficients Logit Brand-Choice Model Applied to Panel Data. <i>Journal of Business and Economic Statistics</i> , 1994, 12, 317-328.	2.9	113
39	Inertia and Variety Seeking in a Model of Brand-Purchase Timing. <i>Marketing Science</i> , 1998, 17, 253-270.	4.1	113
40	Measuring Cross-Category Price Effects with Aggregate Store Data. <i>Management Science</i> , 2006, 52, 1594-1609.	4.1	113
41	Investigating Dynamic Multifirm Market Interactions in Price and Advertising. <i>Management Science</i> , 1999, 45, 499-518.	4.1	112
42	A Random-Coefficients Logit Brand-Choice Model Applied to Panel Data. <i>Journal of Business and Economic Statistics</i> , 1994, 12, 317.	2.9	109
43	A Discrete-Continuous Model for Multicategory Purchase Behavior of Households. <i>Journal of Marketing Research</i> , 2007, 44, 595-612.	4.8	106
44	Responsiveness of Physician Prescription Behavior to Salesforce Effort: An Individual Level Analysis. <i>Marketing Letters</i> , 2004, 15, 129-145.	2.9	102
45	Beyond the Endogeneity Bias: The Effect of Unmeasured Brand Characteristics on Household-Level Brand Choice Models. <i>Management Science</i> , 2005, 51, 832-849.	4.1	97
46	Retailer Pricing and Competitive Effects. <i>Journal of Retailing</i> , 2009, 85, 56-70.	6.2	97
47	Investigating Purchase Timing Behavior in Two Related Product Categories. <i>Journal of Marketing Research</i> , 1998, 35, 43-53.	4.8	96
48	Heterogeneous Logit Model Implications for Brand Positioning. <i>Journal of Marketing Research</i> , 1994, 31, 304-311.	4.8	91
49	Product line extensions and competitive market interactions: An empirical analysis. <i>Journal of Econometrics</i> , 1998, 89, 339-363.	6.5	91
50	Structural Workshop Paper "Discrete-Choice Models of Consumer Demand in Marketing. <i>Marketing Science</i> , 2011, 30, 977-996.	4.1	89
51	Do Household Scanner Data Provide Representative Inferences from Brand Choices: A Comparison with Store Data. <i>Journal of Marketing Research</i> , 1996, 33, 383-398.	4.8	88
52	Endogeneity and Heterogeneity in a Probit Demand Model: Estimation Using Aggregate Data. <i>Marketing Science</i> , 2001, 20, 442-456.	4.1	88
53	Diffusion of new pharmaceutical drugs in developing and developed nations. <i>International Journal of Research in Marketing</i> , 2004, 21, 341-357.	4.2	84
54	Do Targeted Discount Offers Serve as Advertising? Evidence from 70 Field Experiments. <i>Management Science</i> , 2017, 63, 2688-2705.	4.1	80

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55	Estimating a Multinomial Probit Model of Brand Choice Using the Method of Simulated Moments. <i>Marketing Science</i> , 1992, 11, 386-407.	4.1	78
56	Do Household Scanner Data Provide Representative Inferences from Brand Choices: A Comparison with Store Data. <i>Journal of Marketing Research</i> , 1996, 33, 383.	4.8	77
57	A model of inertia and variety-seeking with marketing variables. <i>International Journal of Research in Marketing</i> , 1998, 15, 1-17.	4.2	74
58	Heterogeneous Logit Model Implications for Brand Positioning. <i>Journal of Marketing Research</i> , 1994, 31, 304.	4.8	73
59	Advertising strategies in a franchise system. <i>European Journal of Operational Research</i> , 2009, 198, 655-665.	5.7	73
60	Pricing Strategies in a Dynamic Duopoly: A Differential Game Model. <i>Management Science</i> , 1996, 42, 1501-1514.	4.1	70
61	Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in Technology Product Markets. <i>Marketing Science</i> , 2006, 25, 440-456.	4.1	66
62	Investigating the Sensitivity of Equilibrium Profits to Advertising Dynamics and Competitive Effects. <i>Management Science</i> , 1993, 39, 1146-1162.	4.1	64
63	Strategic Pricing and Detailing Behavior in International Markets. <i>Marketing Science</i> , 2005, 24, 67-80.	4.1	63
64	Quantifying the Benefits of Individual-Level Targeting in the Presence of Firm Strategic Behavior. <i>Journal of Marketing Research</i> , 2009, 46, 207-221.	4.8	63
65	Information, learning, and drug diffusion: The case of Cox-2 inhibitors. <i>Quantitative Marketing and Economics</i> , 2009, 7, 399-443.	1.5	62
66	Editorial—Marketing Science and Big Data. <i>Marketing Science</i> , 2016, 35, 341-342.	4.1	61
67	Quantifying the Economic Value of Warranties in the U.S. Server Market. <i>Marketing Science</i> , 2009, 28, 99-121.	4.1	60
68	Panel data analysis of household brand choices. <i>Journal of Econometrics</i> , 2001, 103, 111-153.	6.5	59
69	Empirical Analysis of Competitive Product Line Pricing Decisions: Lead, Follow, or Move Together?. <i>The Journal of Business</i> , 1996, 69, 459.	2.1	58
70	Accounting for Primary and Secondary Demand Effects with Aggregate Data. <i>Marketing Science</i> , 2005, 24, 444-460.	4.1	54
71	Assessing the Economic Value of Distribution Channels: An Application to the Personal Computer Industry. <i>Journal of Marketing Research</i> , 2007, 44, 29-41.	4.8	54
72	Nonparametric Discrete Choice Models With Unobserved Heterogeneity. <i>Journal of Business and Economic Statistics</i> , 2010, 28, 291-307.	2.9	54

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73	Investigating Purchase Timing Behavior in Two Related Product Categories. <i>Journal of Marketing Research</i> , 1998, 35, 43.	4.8	52
74	Complementarities and the Demand for Home Broadband Internet Services. <i>Marketing Science</i> , 2010, 29, 701-720.	4.1	52
75	Social Media, Influencers, and Adoption of an Eco-Friendly Product: Field Experiment Evidence from Rural China. <i>Journal of Marketing</i> , 2021, 85, 10-27.	11.3	52
76	Investigating Consumer Purchase Behavior in Related Technology Product Categories. <i>Marketing Science</i> , 2010, 29, 291-314.	4.1	51
77	An Empirical Investigation of the "Dynamic McFadden" Model of Purchase Timing and Brand Choice: Implications for Market Structure. <i>Journal of Business and Economic Statistics</i> , 1998, 16, 2.	2.9	50
78	Price Transparency and Retail Prices: Evidence from Fuel Price Signs in the Italian Highway System. <i>Journal of Marketing Research</i> , 2016, 53, 407-423.	4.8	50
79	Structural Applications of the Discrete Choice Model. <i>Marketing Letters</i> , 2002, 13, 207-220.	2.9	49
80	Estimating a Stockkeeping-Unit-Level Brand Choice Model that Combines Household Panel Data and Store Data. <i>Journal of Marketing Research</i> , 2005, 42, 368-379.	4.8	47
81	Empirical Analysis of a Dynamic Duopoly Model of Competition. <i>Journal of Economics and Management Strategy</i> , 1995, 4, 109-131.	0.8	46
82	Variety Seeking, Purchase Timing, and the "Lightning Bolt" Brand Choice Model. <i>Management Science</i> , 1999, 45, 486-498.	4.1	43
83	Service Quality Variability and Termination Behavior. <i>Management Science</i> , 2015, 61, 2739-2759.	4.1	43
84	Research Note "Sole Entrant, Co-optor, or Component Supplier: Optimal End-Product Strategies for Manufacturers of Proprietary Component Brands. <i>Management Science</i> , 2006, 52, 613-622.	4.1	41
85	Semiparametric Estimation of Brand Choice Behavior. <i>Journal of the American Statistical Association</i> , 2002, 97, 973-982.	3.1	40
86	Modeling and Forecasting the Sales of Technology Products. <i>Quantitative Marketing and Economics</i> , 2004, 2, 195-232.	1.5	40
87	Assessing the Effect of Marketing Investments in a Business Marketing Context. <i>Marketing Science</i> , 2011, 30, 924-940.	4.1	40
88	Investigating retailer product category pricing from household scanner panel data. <i>Journal of Retailing</i> , 1995, 71, 103-128.	6.2	39
89	New Drug Diffusion when Forward-Looking Physicians Learn from Patient Feedback and Detailing. <i>Journal of Marketing Research</i> , 2012, 49, 807-821.	4.8	38
90	The Effects of Online User Reviews on Movie Box-Office Performance: Accounting for Sequential Rollout and Aggregation Across Local Markets. <i>SSRN Electronic Journal</i> , 0, , .	0.4	37

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91	An Empirical Test of Warranty Theories in the U.S. Computer Server and Automobile Markets. <i>Journal of Marketing</i> , 2011, 75, 75-92.	11.3	37
92	Marketing investment decisions in a dynamic duopoly: A model and empirical analysis. <i>International Journal of Research in Marketing</i> , 1994, 11, 287-306.	4.2	36
93	Investigating the effects of marketing variables and unobserved heterogeneity in a multinomial probit model. <i>International Journal of Research in Marketing</i> , 1996, 13, 1-15.	4.2	36
94	Representing Heterogeneity in Consumer Response Models 1996 Choice Conference Participants. <i>Marketing Letters</i> , 1997, 8, 335-348.	2.9	36
95	Time-Varying Competition. <i>Marketing Science</i> , 2005, 24, 96-109.	4.1	35
96	Search Duration. <i>Marketing Science</i> , 2020, 39, 849-871.	4.1	35
97	What's in a Brand Name? Assessing the Impact of Rebranding in the Hospitality Industry. <i>Journal of Marketing Research</i> , 2015, 52, 865-878.	4.8	34
98	Learning and Exit Behavior of New Entrant Discount Airlines from City-Pair Markets. <i>Journal of Marketing</i> , 2007, 71, 150-168.	11.3	33
99	Search and Learning at a Daily Deals Website. <i>Marketing Science</i> , 2019, 38, 609-642.	4.1	33
100	An Empirical Investigation of the "Dynamic McFadden" Model of Purchase Timing and Brand Choice: Implications for Market Structure. <i>Journal of Business and Economic Statistics</i> , 1998, 16, 2-12.	2.9	31
101	Pharmaceutical Product Recalls: Category Effects and Competitor Response. <i>Marketing Science</i> , 2017, 36, 931-943.	4.1	30
102	Household heterogeneity and state dependence in a model of purchase strings: Empirical results and managerial implications. <i>International Journal of Research in Marketing</i> , 1997, 14, 341-357.	4.2	29
103	Endogeneity and Simultaneity in Competitive Pricing and Advertising: A Logit Demand Analysis*. <i>The Journal of Business</i> , 2006, 79, 2761-2787.	2.1	29
104	Heterogeneity in nested logit models: An estimation approach and empirical results. <i>International Journal of Research in Marketing</i> , 1992, 9, 161-175.	4.2	28
105	A pre-diffusion growth model of intentions and purchase. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 137-154.	11.2	28
106	Impact of Competition on Product Decisions: Movie Choices of Exhibitors. <i>Marketing Science</i> , 2016, 35, 73-92.	4.1	26
107	Price Reactions to Rivals'™ Local Channel Exits. <i>Marketing Science</i> , 2016, 35, 588-604.	4.1	26
108	Structural models of complementary choices. <i>Marketing Letters</i> , 2014, 25, 245-256.	2.9	25

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109	The Augmented Latent Class Model: Incorporating Additional Heterogeneity in the Latent Class Model for Panel Data. <i>Journal of Marketing Research</i> , 2004, 41, 226-233.	4.8	24
110	Assessing the Sales Impact of Plain Packaging Regulation for Cigarettes: Evidence from Australia. <i>Marketing Science</i> , 2020, 39, 234-252.	4.1	24
111	A new multivariate count data model to study multi-category physician prescription behavior. <i>Quantitative Marketing and Economics</i> , 2011, 9, 301-337.	1.5	23
112	An Empirical Test of Warranty Theories in the U.S. Computer Server and Automobile Markets. <i>Journal of Marketing</i> , 2011, 75, 75-92.	11.3	22
113	Promotion Spillovers: Drug Detailing in Combination Therapy. <i>Marketing Science</i> , 2017, 36, 382-401.	4.1	22
114	Investigating brand preferences across social groups and consumption contexts. <i>Quantitative Marketing and Economics</i> , 2012, 10, 305-333.	1.5	21
115	Consumer Response to Chapter 11 Bankruptcy: Negative Demand Spillover to Competitors. <i>Marketing Science</i> , 2019, 38, 296-316.	4.1	21
116	Retail store formats, competition and shopper behavior: A Systematic review. <i>Journal of Retailing</i> , 2022, 98, 71-91.	6.2	21
117	Equilibrium pricing and advertising strategies for nondurable experience products in a dynamic duopoly. <i>Managerial and Decision Economics</i> , 1993, 14, 221-234.	2.5	19
118	Marketing-Mix Response Across Retail Formats: The Role of Shopping Trip Types. <i>Journal of Marketing</i> , 2020, 84, 114-132.	11.3	19
119	Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda. <i>Journal of Marketing</i> , 2021, 85, 78-96.	11.3	17
120	Response Modeling with Non-random Marketing Mix Variables. <i>SSRN Electronic Journal</i> , 0, , .	0.4	17
121	Recovering Stockkeeping-Unit-Level Preferences and Response Sensitivities from Market Share Models Estimated on Item Aggregates. <i>Journal of Marketing Research</i> , 2005, 42, 169-182.	4.8	13
122	It's About Time: A Call for More Longitudinal Consumer Research Insights. <i>Journal of the Association for Consumer Research</i> , 2020, 5, 240-247.	1.7	13
123	Editorial "Marketing Science": A Strategic Review. <i>Marketing Science</i> , 2013, 32, 4-7.	4.1	12
124	Food Purchases During the Great Recession. <i>SSRN Electronic Journal</i> , 0, , .	0.4	12
125	Forecasting restaurant sales using self-selectivity models. <i>Journal of Retailing and Consumer Services</i> , 1997, 4, 117-128.	9.4	11
126	Measuring the effects of new brand introduction on inter-brand strategic interaction. <i>European Journal of Operational Research</i> , 1999, 118, 315-331.	5.7	11

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127	Measuring marketing mix effects in the 32/64 bit video game console market. <i>Journal of Applied Econometrics</i> , 2009, 24, 421-445.	2.3	11
128	Wireless Carriers'™ Exclusive Handset Arrangements: an Empirical Look at the iPhone. <i>Customer Needs and Solutions</i> , 2015, 2, 177-190.	0.8	11
129	Nonparametric Discrete Choice Models With Unobserved Heterogeneity. <i>SSRN Electronic Journal</i> , 2007, , .	0.4	10
130	Licensing and Price Competition in Tied-Goods Markets: An Application to the Single-Serve Coffee System Industry. <i>Marketing Science</i> , 2018, 37, 883-911.	4.1	9
131	Capital Market Returns to New Product Development Success: Informational Effects on Product Market Advertising. <i>Journal of Marketing Research</i> , 2019, 56, 37-56.	4.8	9
132	Geography as branding: Descriptive evidence from Taobao. <i>Quantitative Marketing and Economics</i> , 2021, 19, 53-92.	1.5	9
133	Investigating the effects of a line extension or new brand introduction on market structure. <i>Marketing Letters</i> , 1996, 7, 319-328.	2.9	8
134	Market structure across stores: An application of a random coefficients logit model with store level data. <i>Advances in Econometrics</i> , 0, , 191-221.	0.3	8
135	Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior. <i>SSRN Electronic Journal</i> , 2007, , .	0.4	7
136	Satisfaction Spillovers Across Categories. <i>Marketing Science</i> , 2016, 35, 275-283.	4.1	7
137	The Effects of Service Quality and Word of Mouth on Customer Acquisition, Retention and Usage. <i>SSRN Electronic Journal</i> , 0, , .	0.4	6
138	Targeting Mr. or Mrs. Smith: Modeling and Leveraging Intrahousehold Heterogeneity in Brand Choice Behavior. <i>Marketing Science</i> , 2018, 37, 631-648.	4.1	6
139	Structural Modeling in Marketing: Review and Assessment. <i>SSRN Electronic Journal</i> , 2004, , .	0.4	5
140	Blogs and Local-market Movie Box-office Performance. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5
141	Structural Models of Complementary Choices. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5
142	A Two-Period Repeated Game Advertising Investment Model for Oligopolistic Markets with an Application to the Beer Industry. <i>Decision Sciences</i> , 1995, 26, 531-559.	4.5	4
143	Empirical implications of unobserved household heterogeneity for manufacturer and retailer pricing. <i>Journal of Retailing and Consumer Services</i> , 1998, 5, 15-24.	9.4	4
144	Estimating an SKU-level Brand Choice Model Combining Household Panel Data and Store Data. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	4

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145	Time Varying Competition. SSRN Electronic Journal, 2004, , .	0.4	4
146	Diffusion of New Pharmaceutical Drugs in Developing and Developed Nations. SSRN Electronic Journal, 2004, , .	0.4	4
147	Complementarities and the Demand for Home Broadband Internet Services. SSRN Electronic Journal, 0, , .	0.4	3
148	Learning Models. Review of Marketing Research, 2010, , 63-83.	0.2	3
149	Marketing Models of Consumer Demand. SSRN Electronic Journal, 2010, , .	0.4	3
150	A New Multivariate Count Data Model to Study Multi-Category Physician Prescription Behavior. SSRN Electronic Journal, 0, , .	0.4	3
151	Drinking Through Good Times and Bad: The Role of Consumer Differences. Journal of Marketing Research, 2021, 58, 721-741.	4.8	3
152	Investigating Consumer Adoption of Related Technology Products. SSRN Electronic Journal, 0, , .	0.4	3
153	Search Duration. SSRN Electronic Journal, 0, , .	0.4	3
154	Price Uncertainty and Market Power in Retail Gasoline: The Case of an Italian Highway. Marketing Science, 2018, 37, 753-770.	4.1	2
155	Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Shows on Cigarette Sales. Marketing Science, 2022, 41, 1163-1180.	4.1	2
156	Wireless Carriers'™ Exclusive Handset Arrangements: An Empirical Look at the iPhone. SSRN Electronic Journal, 2011, , .	0.4	1
157	Service Quality Variability and Termination Behavior. SSRN Electronic Journal, 0, , .	0.4	1
158	Brand Performance Across Store Formats: Beyond Walmart's Low Prices. SSRN Electronic Journal, 0, , .	0.4	1
159	Licensing and Price Competition in Tied-Goods Markets: An Application to the Single-Serve Coffee System Industry. SSRN Electronic Journal, 0, , .	0.4	1
160	Point-of-Sale Marketing Mix and Brand Performance " The Moderating Role of Retail Format and Brand Type. SSRN Electronic Journal, 2018, , .	0.4	1
161	Selling Smokes or Smoking Sales: Investigating the Consequences of Ending Tobacco Sales. SSRN Electronic Journal, 2018, , .	0.4	1
162	What Happens When a Retailer Drops a Product Category? Investigating the Consequences of Ending Tobacco Sales. Marketing Science, 0, , .	4.1	1

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163	Mapping Consumersâ€™ Context-Dependent Consumption Preferences: A Multidimensional Unfolding Approach. <i>Journal of Consumer Research</i> , 2022, 49, 202-228.	5.1	1
164	Price Uncertainty and Market Power in Retail Gasoline: The Role of Price Signs on an Italian Highway. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
165	Government Policy, Strategic Consumer Behavior, and Spillovers to Retailers: The Case of Demonetization in India. <i>Marketing Science</i> , 2022, 41, 1118-1144.	4.1	1
166	Introduction to the special issue on new econometric models in marketing. <i>Journal of Applied Econometrics</i> , 2009, 24, 375-376.	2.3	0
167	Introduction to the Special Issue on Marketing Within the Enterprise and Beyond. <i>Management Science</i> , 2011, 57, 1511-1511.	4.1	0
168	Advertising Spillovers: Drug Detailing in Combination Therapy. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
169	Product Recalls, Category Effects and Competitor Response. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
170	Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Programs on Cigarette Sales. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
171	Accounting for Primary and Secondary Demand Effects with Aggregate Data. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
172	Structural Models in Marketing: Consumer Demand and Search. <i>Profiles in Operations Research</i> , 2017, , 167-198.	0.4	0
173	Learning-by-Doing and Preference Discovery in Video Game Play. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
174	Comments on â€œCounterfactual Inference for Consumer Choice Across Many Product Categoriesâ€•. <i>Quantitative Marketing and Economics</i> , 2021, 19, 411.	1.5	0