

Pradeep K Chintagunta

List of Publications by Year in descending order

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173
papers

12,389
citations

19477

61
h-index

33666

100
g-index

179
all docs

179
docs citations

179
times ranked

4825
citing authors

#	ARTICLE	IF	CITATIONS
1	Passing the message: Peer outreach about COVID-19 precautions in Zambia. <i>Journal of Development Economics</i> , 2024, 171, 103318.	4.6	0
2	Consumer Loyalty Programs and Retail Prices: Evidence from Gasoline Markets. <i>Marketing Science</i> , 2023, 42, 794-818.	4.3	1
3	Mapping Consumers' Context-Dependent Consumption Preferences: A Multidimensional Unfolding Approach. <i>Journal of Consumer Research</i> , 2022, 49, 202-228.	5.5	2
4	Retail store formats, competition and shopper behavior: A Systematic review. <i>Journal of Retailing</i> , 2022, 98, 71-91.	7.1	34
5	Government Policy, Strategic Consumer Behavior, and Spillovers to Retailers: The Case of Demonetization in India. <i>Marketing Science</i> , 2022, 41, 1118-1144.	4.3	3
6	Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Shows on Cigarette Sales. <i>Marketing Science</i> , 2022, 41, 1163-1180.	4.3	2
7	Invited Commentary "How Support for Black Lives Matter Impacts Consumer Responses on Social Media". <i>Marketing Science</i> , 2022, 41, 1045-1052.	4.3	2
8	Geography as branding: Descriptive evidence from Taobao. <i>Quantitative Marketing and Economics</i> , 2021, 19, 53-92.	1.5	13
9	Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda. <i>Journal of Marketing</i> , 2021, 85, 78-96.	13.2	25
10	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.	13.2	81
11	Drinking Through Good Times and Bad: The Role of Consumer Differences. <i>Journal of Marketing Research</i> , 2021, 58, 721-741.	4.9	3
12	Comments on "Counterfactual Inference for Consumer Choice Across Many Product Categories". <i>Quantitative Marketing and Economics</i> , 2021, 19, 411-415.	1.5	1
13	Assessing the Sales Impact of Plain Packaging Regulation for Cigarettes: Evidence from Australia. <i>Marketing Science</i> , 2020, 39, 234-252.	4.3	25
14	Search Duration. <i>Marketing Science</i> , 2020, 39, 849-871.	4.3	44
15	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.	1.9	15
16	Marketing-Mix Response Across Retail Formats: The Role of Shopping Trip Types. <i>Journal of Marketing</i> , 2020, 84, 114-132.	13.2	21
17	Search and Learning at a Daily Deals Website. <i>Marketing Science</i> , 2019, 38, 609-642.	4.3	37
18	Capital Market Returns to New Product Development Success: Informational Effects on Product Market Advertising. <i>Journal of Marketing Research</i> , 2019, 56, 37-56.	4.9	12

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19	Consumer Response to Chapter 11 Bankruptcy: Negative Demand Spillover to Competitors. <i>Marketing Science</i> , 2019, 38, 296-316.	4.3	23
20	Personalization in Email Marketing: The Role of Noninformative Advertising Content. <i>Marketing Science</i> , 2018, 37, 236-258.	4.3	142
21	Point-of-Sale Marketing Mix and Brand Performance – The Moderating Role of Retail Format and Brand Type. <i>SSRN Electronic Journal</i> , 2018, , .	0.3	1
22	Selling Smokes or Smoking Sales: Investigating the Consequences of Ending Tobacco Sales. <i>SSRN Electronic Journal</i> , 2018, , .	0.3	1
23	Price Uncertainty and Market Power in Retail Gasoline: The Case of an Italian Highway. <i>Marketing Science</i> , 2018, 37, 753-770.	4.3	2
24	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.	4.3	11
25	Targeting Mr. or Mrs. Smith: Modeling and Leveraging Intrahousehold Heterogeneity in Brand Choice Behavior. <i>Marketing Science</i> , 2018, 37, 631-648.	4.3	7
26	Do Targeted Discount Offers Serve as Advertising? Evidence from 70 Field Experiments. <i>Management Science</i> , 2017, 63, 2688-2705.	4.2	85
27	Promotion Spillovers: Drug Detailing in Combination Therapy. <i>Marketing Science</i> , 2017, 36, 382-401.	4.3	23
28	Pharmaceutical Product Recalls: Category Effects and Competitor Response. <i>Marketing Science</i> , 2017, 36, 931-943.	4.3	31
29	Simultaneous or Sequential? Search Strategies in the U.S. Auto Insurance Industry. <i>Marketing Science</i> , 2017, 36, 21-42.	4.3	123
30	Structural Models in Marketing: Consumer Demand and Search. <i>Profiles in Operations Research</i> , 2017, , 167-198.	0.0	0
31	Impact of Competition on Product Decisions: Movie Choices of Exhibitors. <i>Marketing Science</i> , 2016, 35, 73-92.	4.3	31
32	Satisfaction Spillovers Across Categories. <i>Marketing Science</i> , 2016, 35, 275-283.	4.3	7
33	Editorial – Marketing Science and Big Data. <i>Marketing Science</i> , 2016, 35, 341-342.	4.3	66
34	Price Reactions to Rivals’ Local Channel Exits. <i>Marketing Science</i> , 2016, 35, 588-604.	4.3	27
35	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.	4.9	53
36	Service Quality Variability and Termination Behavior. <i>Management Science</i> , 2015, 61, 2739-2759.	4.2	45

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37	Wireless Carriersâ€™ Exclusive Handset Arrangements: an Empirical Look at the iPhone. Customer Needs and Solutions, 2015, 2, 177-190.	0.8	11
38	What's in a Brand Name? Assessing the Impact of Rebranding in the Hospitality Industry. Journal of Marketing Research, 2015, 52, 865-878.	4.9	36
39	Structural models of complementary choices. Marketing Letters, 2014, 25, 245-256.	3.0	26
40	Editorialâ€™ Marketing Science: A Strategic Review. Marketing Science, 2013, 32, 4-7.	4.3	12
41	Blogs, Advertising, and Local-Market Movie Box Office Performance. Management Science, 2013, 59, 2635-2654.	4.2	137
42	Quantifying Transaction Costs in Online/Off-line Grocery Channel Choice. Marketing Science, 2012, 31, 96-114.	4.3	233
43	New Drug Diffusion when Forward-Looking Physicians Learn from Patient Feedback and Detailing. Journal of Marketing Research, 2012, 49, 807-821.	4.9	39
44	Investigating brand preferences across social groups and consumption contexts. Quantitative Marketing and Economics, 2012, 10, 305-333.	1.5	22
45	A pre-diffusion growth model of intentions and purchase. Journal of the Academy of Marketing Science, 2012, 40, 137-154.	11.5	28
46	An Empirical Test of Warranty Theories in the U.S. Computer Server and Automobile Markets. Journal of Marketing, 2011, 75, 75-92.	13.2	41
47	Wireless Carriersâ€™ Exclusive Handset Arrangements: An Empirical Look at the iPhone. SSRN Electronic Journal, 2011, , .	0.3	1
48	A new multivariate count data model to study multi-category physician prescription behavior. Quantitative Marketing and Economics, 2011, 9, 301-337.	1.5	24
49	Assessing the Effect of Marketing Investments in a Business Marketing Context. Marketing Science, 2011, 30, 924-940.	4.3	40
50	Structural Workshop Paperâ€™ Discrete-Choice Models of Consumer Demand in Marketing. Marketing Science, 2011, 30, 977-996.	4.3	89
51	Investigating Consumer Purchase Behavior in Related Technology Product Categories. Marketing Science, 2010, 29, 291-314.	4.3	52
52	Learning Models. Review of Marketing Research, 2010, , 63-83.	0.0	3
53	An Empirical Analysis of Shopping Behavior Across Online and Offline Channels for Grocery Products: The Moderating Effects of Household and Product Characteristics. Journal of Interactive Marketing, 2010, 24, 251-268.	6.9	157
54	Marketing Models of Consumer Demand. SSRN Electronic Journal, 2010, , .	0.3	3

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55	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.	4.3	119
56	Complementarities and the Demand for Home Broadband Internet Services. <i>Marketing Science</i> , 2010, 29, 701-720.	4.3	53
57	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.	4.3	763
58	Tipping and Concentration in Markets with Indirect Network Effects. <i>Marketing Science</i> , 2010, 29, 216-249.	4.3	194
59	Nonparametric Discrete Choice Models With Unobserved Heterogeneity. <i>Journal of Business and Economic Statistics</i> , 2010, 28, 291-307.	2.9	54
60	Quantifying the Benefits of Individual-Level Targeting in the Presence of Firm Strategic Behavior. <i>Journal of Marketing Research</i> , 2009, 46, 207-221.	4.9	64
61	How Does Assortment Affect Grocery Store Choice?. <i>Journal of Marketing Research</i> , 2009, 46, 176-189.	4.9	277
62	Retailer Pricing and Competitive Effects. <i>Journal of Retailing</i> , 2009, 85, 56-70.	7.1	98
63	Introduction to the special issue on new econometric models in marketing. <i>Journal of Applied Econometrics</i> , 2009, 24, 375-376.	2.2	0
64	Measuring marketing mix effects in the 32/64 bit video game console market. <i>Journal of Applied Econometrics</i> , 2009, 24, 421-445.	2.2	11
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	Advertising strategies in a franchise system. <i>European Journal of Operational Research</i> , 2009, 198, 655-665.	5.9	74
67	Quantifying the Economic Value of Warranties in the U.S. Server Market. <i>Marketing Science</i> , 2009, 28, 99-121.	4.3	61
68	Research Note "A Comparison of Within-Household Price Sensitivity Across Online and Offline Channels. <i>Marketing Science</i> , 2008, 27, 283-299.	4.3	123
69	A Discrete-Continuous Model for Multicategory Purchase Behavior of Households. <i>Journal of Marketing Research</i> , 2007, 44, 595-612.	4.9	107
70	Learning and Exit Behavior of New Entrant Discount Airlines from City-Pair Markets. <i>Journal of Marketing</i> , 2007, 71, 150-168.	13.2	35
71	Nonparametric Discrete Choice Models With Unobserved Heterogeneity. <i>SSRN Electronic Journal</i> , 2007, , .	0.3	10
72	Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior. <i>SSRN Electronic Journal</i> , 2007, , .	0.3	7

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73	The role of self selection, usage uncertainty and learning in the demand for local telephone service. Quantitative Marketing and Economics, 2007, 5, 1-34.	1.5	124
74	Structural Modeling in Marketing: Review and Assessment. Marketing Science, 2006, 25, 604-616.	4.3	151
75	Research Note—Sole Entrant, Co-optor, or Component Supplier: Optimal End-Product Strategies for Manufacturers of Proprietary Component Brands. Management Science, 2006, 52, 613-622.	4.2	43
76	Measuring Cross-Category Price Effects with Aggregate Store Data. Management Science, 2006, 52, 1594-1609.	4.2	119
77	Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in Technology Product Markets. Marketing Science, 2006, 25, 440-456.	4.3	69
78	Understanding Store-Brand Purchase Behavior Across Categories. Marketing Science, 2006, 25, 75-90.	4.3	148
79	The Effect of Banner Advertising on Internet Purchasing. Journal of Marketing Research, 2006, 43, 98-108.	4.9	369
80	Estimating a Stockkeeping-Unit-Level Brand Choice Model that Combines Household Panel Data and Store Data. Journal of Marketing Research, 2005, 42, 368-379.	4.9	50
81	Accounting for Primary and Secondary Demand Effects with Aggregate Data. Marketing Science, 2005, 24, 444-460.	4.3	54
82	Recovering Stockkeeping-Unit-Level Preferences and Response Sensitivities from Market Share Models Estimated on Item Aggregates. Journal of Marketing Research, 2005, 42, 169-182.	4.9	13
83	Temporal Differences in the Role of Marketing Communication in New Product Categories. Journal of Marketing Research, 2005, 42, 278-290.	4.9	220
84	Strategic Pricing and Detailing Behavior in International Markets. Marketing Science, 2005, 24, 67-80.	4.3	65
85	Beyond the Endogeneity Bias: The Effect of Unmeasured Brand Characteristics on Household-Level Brand Choice Models. Management Science, 2005, 51, 832-849.	4.2	101
86	Time-Varying Competition. Marketing Science, 2005, 24, 96-109.	4.3	38
87	Time Varying Competition. SSRN Electronic Journal, 2004, , .	0.3	4
88	Structural Modeling in Marketing: Review and Assessment. SSRN Electronic Journal, 2004, , .	0.3	5
89	Diffusion of New Pharmaceutical Drugs in Developing and Developed Nations. SSRN Electronic Journal, 2004, , .	0.3	4
90	Response Modeling with Nonrandom Marketing-Mix Variables. Journal of Marketing Research, 2004, 41, 467-478.	4.9	279

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91	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.	4.9	24
92	Return on Investment Implications for Pharmaceutical Promotional Expenditures: The Role of Marketing-Mix Interactions. <i>Journal of Marketing</i> , 2004, 68, 90-105.	13.2	185
93	Responsiveness of Physician Prescription Behavior to Salesforce Effort: An Individual Level Analysis. <i>Marketing Letters</i> , 2004, 15, 129-145.	3.0	103
94	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	245
95	Modeling and Forecasting the Sales of Technology Products. <i>Quantitative Marketing and Economics</i> , 2004, 2, 195-232.	1.5	40
96	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	119
97	Diffusion of new pharmaceutical drugs in developing and developed nations. <i>International Journal of Research in Marketing</i> , 2004, 21, 341-357.	4.6	84
98	Balancing Profitability and Customer Welfare in a Supermarket Chain. <i>Quantitative Marketing and Economics</i> , 2003, 1, 111-147.	1.5	123
99	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	148
100	The Proportional Hazard Model for Purchase Timing. <i>Journal of Business and Economic Statistics</i> , 2003, 21, 368-382.	2.9	130
101	Estimating an SKU-level Brand Choice Model Combining Household Panel Data and Store Data. <i>SSRN Electronic Journal</i> , 2003, , .	0.3	4
102	Semiparametric Estimation of Brand Choice Behavior. <i>Journal of the American Statistical Association</i> , 2002, 97, 973-982.	3.5	40
103	Investigating the Effects of Store-Brand Introduction on Retailer Demand and Pricing Behavior. <i>Management Science</i> , 2002, 48, 1242-1267.	4.2	176
104	Investigating Category Pricing Behavior at a Retail Chain. <i>Journal of Marketing Research</i> , 2002, 39, 141-154.	4.9	163
105	Structural Applications of the Discrete Choice Model. <i>Marketing Letters</i> , 2002, 13, 207-220.	3.0	49
106	Endogeneity and Heterogeneity in a Probit Demand Model: Estimation Using Aggregate Data. <i>Marketing Science</i> , 2001, 20, 442-456.	4.3	91
107	Panel data analysis of household brand choices. <i>Journal of Econometrics</i> , 2001, 103, 111-153.	7.3	59
108	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.	4.3	232

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109	Investigating Household State Dependence Effects across Categories. Journal of Marketing Research, 1999, 36, 488-500.	4.9	180
110	Investigating Dynamic Multifirm Market Interactions in Price and Advertising. Management Science, 1999, 45, 499-518.	4.2	114
111	Measuring the effects of new brand introduction on inter-brand strategic interaction. European Journal of Operational Research, 1999, 118, 315-331.	5.9	11
112	A Bayesian Model to Forecast New Product Performance in Domestic and International Markets. Marketing Science, 1999, 18, 115-136.	4.3	277
113	Variety Seeking, Purchase Timing, and the "Lightning Bolt" Brand Choice Model. Management Science, 1999, 45, 486-498.	4.2	44
114	Investigating Household State Dependence Effects across Categories. Journal of Marketing Research, 1999, 36, 488.	4.9	119
115	Product line extensions and competitive market interactions: An empirical analysis. Journal of Econometrics, 1998, 89, 339-363.	7.3	92
116	A model of inertia and variety-seeking with marketing variables. International Journal of Research in Marketing, 1998, 15, 1-17.	4.6	77
117	Empirical implications of unobserved household heterogeneity for manufacturer and retailer pricing. Journal of Retailing and Consumer Services, 1998, 5, 15-24.	9.8	4
118	An Empirical Investigation of the "Dynamic McFadden" Model of Purchase Timing and Brand Choice: Implications for Market Structure. Journal of Business and Economic Statistics, 1998, 16, 2-12.	2.9	31
119	Investigating Purchase Timing Behavior in Two Related Product Categories. Journal of Marketing Research, 1998, 35, 43.	4.9	53
120	Inertia and Variety Seeking in a Model of Brand-Purchase Timing. Marketing Science, 1998, 17, 253-270.	4.3	117
121	An Empirical Investigation of the "Dynamic McFadden" Model of Purchase Timing and Brand Choice: Implications for Market Structure. Journal of Business and Economic Statistics, 1998, 16, 2.	2.9	50
122	Investigating Purchase Timing Behavior in Two Related Product Categories. Journal of Marketing Research, 1998, 35, 43-53.	4.9	97
123	Forecasting restaurant sales using self-selectivity models. Journal of Retailing and Consumer Services, 1997, 4, 117-128.	9.8	11
124	Household heterogeneity and state dependence in a model of purchase strings: Empirical results and managerial implications. International Journal of Research in Marketing, 1997, 14, 341-357.	4.6	29
125	Representing Heterogeneity in Consumer Response Models 1996 Choice Conference Participants. Marketing Letters, 1997, 8, 335-348.	3.0	36
126	Investigating the effects of marketing variables and unobserved heterogeneity in a multinomial probit model. International Journal of Research in Marketing, 1996, 13, 1-15.	4.6	36

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127	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.	4.9	89
128	Investigating the effects of a line extension or new brand introduction on market structure. <i>Marketing Letters</i> , 1996, 7, 319-328.	3.0	8
129	A Framework for Investigating Habits, "The Hand of the Past," and Heterogeneity in Dynamic Brand Choice. <i>Marketing Science</i> , 1996, 15, 280-299.	4.3	157
130	Do Household Scanner Data Provide Representative Inferences from Brand Choices: A Comparison with Store Data. <i>Journal of Marketing Research</i> , 1996, 33, 383.	4.9	78
131	Pricing Strategies in a Dynamic Duopoly: A Differential Game Model. <i>Management Science</i> , 1996, 42, 1501-1514.	4.2	70
132	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
133	Empirical Analysis of a Dynamic Duopoly Model of Competition. <i>Journal of Economics and Management Strategy</i> , 1995, 4, 109-131.	0.7	46
134	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.	3.9	4
135	Investigating retailer product category pricing from household scanner panel data. <i>Journal of Retailing</i> , 1995, 71, 103-128.	7.1	39
136	Heterogeneous Logit Model Implications for Brand Positioning. <i>Journal of Marketing Research</i> , 1994, 31, 304-311.	4.9	93
137	On Using Demographic Variables to Determine Segment Membership in Logit Mixture Models. <i>Journal of Marketing Research</i> , 1994, 31, 128-136.	4.9	247
138	Heterogeneous Logit Model Implications for Brand Positioning. <i>Journal of Marketing Research</i> , 1994, 31, 304.	4.9	75
139	On Using Demographic Variables to Determine Segment Membership in Logit Mixture Models. <i>Journal of Marketing Research</i> , 1994, 31, 128.	4.9	192
140	Marketing investment decisions in a dynamic duopoly: A model and empirical analysis. <i>International Journal of Research in Marketing</i> , 1994, 11, 287-306.	4.6	36
141	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	141
142	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
143	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
144	Investigating Purchase Incidence, Brand Choice and Purchase Quantity Decisions of Households. <i>Marketing Science</i> , 1993, 12, 184-208.	4.3	283

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145	Investigating the Sensitivity of Equilibrium Profits to Advertising Dynamics and Competitive Effects. Management Science, 1993, 39, 1146-1162.	4.2	64
146	A Dynamic Model of Channel Member Strategies for Marketing Expenditures. Marketing Science, 1992, 11, 168-188.	4.3	151
147	An Empirical Investigation of Advertising Strategies in a Dynamic Duopoly. Management Science, 1992, 38, 1230-1244.	4.2	163
148	Estimating a Multinomial Probit Model of Brand Choice Using the Method of Simulated Moments. Marketing Science, 1992, 11, 386-407.	4.3	78
149	Customer Value Assessment in Business Markets:. Journal of Business-to-Business Marketing, 1992, 1, 3-29.	1.4	279
150	Heterogeneity in nested logit models: An estimation approach and empirical results. International Journal of Research in Marketing, 1992, 9, 161-175.	4.6	28
151	Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data. Journal of Marketing Research, 1991, 28, 417.	4.9	138
152	Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data. Journal of Marketing Research, 1991, 28, 417-428.	4.9	236
153	Market structure across stores: An application of a random coefficients logit model with store level data. Advances in Econometrics, 0, , 191-221.	0.0	8
154	The Effects of Service Quality and Word of Mouth on Customer Acquisition, Retention and Usage. SSRN Electronic Journal, 0, , .	0.3	6
155	Complementarities and the Demand for Home Broadband Internet Services. SSRN Electronic Journal, 0, , .	0.3	3
156	The Effects of Online User Reviews on Movie Box-Office Performance: Accounting for Sequential Rollout and Aggregation Across Local Markets. SSRN Electronic Journal, 0, , .	0.3	38
157	Blogs and Local-market Movie Box-office Performance. SSRN Electronic Journal, 0, , .	0.3	5
158	A New Multivariate Count Data Model to Study Multi-Category Physician Prescription Behavior. SSRN Electronic Journal, 0, , .	0.3	3
159	Service Quality Variability and Termination Behavior. SSRN Electronic Journal, 0, , .	0.3	1
160	Food Purchases During the Great Recession. SSRN Electronic Journal, 0, , .	0.3	12
161	Advertising Spillovers: Drug Detailing in Combination Therapy. SSRN Electronic Journal, 0, , .	0.3	0
162	Brand Performance Across Store Formats: Beyond Walmart's Low Prices. SSRN Electronic Journal, 0, , .	0.3	1

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163	Product Recalls, Category Effects and Competitor Response. SSRN Electronic Journal, 0, , .	0.3	0
164	Licensing and Price Competition in Tied-Goods Markets: An Application to the Single-Serve Coffee System Industry. SSRN Electronic Journal, 0, , .	0.3	1
165	Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Programs on Cigarette Sales. SSRN Electronic Journal, 0, , .	0.3	0
166	Investigating Consumer Adoption of Related Technology Products. SSRN Electronic Journal, 0, , .	0.3	3
167	Structural Models of Complementary Choices. SSRN Electronic Journal, 0, , .	0.3	5
168	Search Duration. SSRN Electronic Journal, 0, , .	0.3	3
169	Response Modeling with Non-random Marketing Mix Variables. SSRN Electronic Journal, 0, , .	0.3	17
170	What Happens When a Retailer Drops a Product Category? Investigating the Consequences of Ending Tobacco Sales. Marketing Science, 0, , .	4.3	1
171	Accounting for Primary and Secondary Demand Effects with Aggregate Data. SSRN Electronic Journal, 0, , .	0.3	0
172	Price Uncertainty and Market Power in Retail Gasoline: The Role of Price Signs on an Italian Highway. SSRN Electronic Journal, 0, , .	0.3	1
173	Learning-by-Doing and Preference Discovery in Video Game Play. SSRN Electronic Journal, 0, , .	0.3	0