

Pablo Marshall

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/925137/publications.pdf>

Version: 2024-02-01

6
papers

51
citations

2682572

2
h-index

2053705

5
g-index

6
all docs

6
docs citations

6
times ranked

31
citing authors

#	ARTICLE	IF	CITATIONS
1	A forecasting system for movie attendance. Journal of Business Research, 2013, 66, 1800-1806.	10.2	41
2	The impact of quarantine on Covid-19 infections. Epidemiologic Methods, 2021, 10, .	0.9	6
3	A simple heuristic for obtaining pareto/NBD parameter estimates. Marketing Letters, 2015, 26, 165-173.	2.9	2
4	Contribution of open-ended questions in student evaluation of teaching. Higher Education Research and Development, 2022, 41, 1992-2005.	2.9	1
5	A Latent Allocation Model for Brand Awareness and Mindset Metrics. International Journal of Market Research, 2022, 64, 526-540.	3.8	1
6	Segmentation in Low-Penetration and Low-Involvement Categories: An Application to Lottery Games. Journal of Gambling Studies, 2013, 29, 453-469.	1.6	0