

# Arvind Rangaswamy

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10610230/publications.pdf>

Version: 2024-02-01

42  
papers

7,775  
citations

201674

27  
h-index

276875

41  
g-index

43  
all docs

43  
docs citations

43  
times ranked

5057  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Emergence of Dominant Designs. <i>Journal of Marketing</i> , 2006, 70, 1-17.	11.3	1,395
2	Customer satisfaction and loyalty in online and offline environments. <i>International Journal of Research in Marketing</i> , 2003, 20, 153-175.	4.2	1,118
3	The Impact of New Media on Customer Relationships. <i>Journal of Service Research</i> , 2010, 13, 311-330.	12.2	992
4	Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. <i>International Journal of Research in Marketing</i> , 2000, 17, 55-78.	4.2	697
5	Customerization: The next revolution in mass customization. <i>Journal of Interactive Marketing</i> , 2001, 15, 13-32.	6.2	619
6	Technological Opportunism and Radical Technology Adoption: An Application to E-Business. <i>Journal of Marketing</i> , 2002, 66, 47-60.	11.3	458
7	Innovations in Retail Business Models. <i>Journal of Retailing</i> , 2011, 87, S3-S16.	6.2	363
8	Opportunities and challenges in multichannel marketing: An introduction to the special issue. <i>Journal of Interactive Marketing</i> , 2005, 19, 5-11.	6.2	308
9	First in, First out? The Effects of Network Externalities on Pioneer Survival. <i>Journal of Marketing</i> , 2004, 68, 41-58.	11.3	203
10	Turning adversity into advantage: Does proactive marketing during a recession pay off?. <i>International Journal of Research in Marketing</i> , 2005, 22, 109-125.	4.2	184
11	Performance implications of deploying marketing analytics. <i>International Journal of Research in Marketing</i> , 2013, 30, 114-128.	4.2	144
12	A simulated annealing methodology for clusterwise linear regression. <i>Psychometrika</i> , 1989, 54, 707-736.	2.1	131
13	The Role of Marketing in Digital Business Platforms. <i>Journal of Interactive Marketing</i> , 2020, 51, 72-90.	6.2	113
14	A Fuzzy Set Model of Search and Consideration with an Application to an Online Market. <i>Marketing Science</i> , 2003, 22, 411-434.	4.1	92
15	DSS Effectiveness in Marketing Resource Allocation Decisions: Reality vs. Perception. <i>Information Systems Research</i> , 2004, 15, 216-235.	3.7	86
16	Developing Marketing Expert Systems: An Application to International Negotiations. <i>Journal of Marketing</i> , 1989, 53, 24-39.	11.3	82
17	How Incorporating Feedback Mechanisms in a DSS Affects DSS Evaluations. <i>Information Systems Research</i> , 2009, 20, 527-546.	3.7	82
18	A Knowledge-Based System for Advertising Design. <i>Marketing Science</i> , 1990, 9, 212-229.	4.1	74

#	ARTICLE	IF	CITATIONS
19	A Strategic Perspective on Search Engines: Thought Candies for Practitioners and Researchers. <i>Journal of Interactive Marketing</i> , 2009, 23, 49-60.	6.2	71
20	An Integrated Model-Based Approach for Sales Force Structuring. <i>Marketing Science</i> , 1990, 9, 279-298.	4.1	64
21	Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context. <i>Journal of Marketing Research</i> , 1986, 23, 101-110.	4.8	62
22	Developing Marketing Expert Systems: An Application to International Negotiations. <i>Journal of Marketing</i> , 1989, 53, 24.	11.3	61
23	Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context. <i>Journal of Marketing Research</i> , 1986, 23, 101.	4.8	53
24	Survival of high tech firms: The effects of diversity of productâ€“market portfolios, patents, and trademarks. <i>International Journal of Research in Marketing</i> , 2008, 25, 119-128.	4.2	47
25	Bridging the marketing theoryâ€“practice gap with marketing engineering. <i>Journal of Business Research</i> , 2002, 55, 111-121.	10.2	40
26	A Parametric Multidimensional Unfolding Procedure for Incomplete Nonmetric Preference/Choice Set Data in Marketing Research. <i>Journal of Marketing Research</i> , 1997, 34, 499.	4.8	37
27	The Equity Estimator for Marketing Research. <i>Marketing Science</i> , 1987, 6, 336-357.	4.1	30
28	An experimental study of alternative preparation aids for international negotiations. <i>Group Decision and Negotiation</i> , 1992, 1, 243-267.	3.3	24
29	Modeled to bits: Decision models for the digital, networked economy. <i>International Journal of Research in Marketing</i> , 2000, 17, 227-235.	4.2	23
30	Response Function Estimation Using the Equity Estimator. <i>Journal of Marketing Research</i> , 1991, 28, 72-83.	4.8	21
31	INFER: An expert system for automatic analysis of scanner data. <i>International Journal of Research in Marketing</i> , 1991, 8, 29-40.	4.2	18
32	A Quasi-Metric Approach to Multidimensional Unfolding for Reducing the Occurrence of Degenerate Solutions. <i>Multivariate Behavioral Research</i> , 1999, 34, 143-180.	3.1	16
33	Response Function Estimation Using the Equity Estimator. <i>Journal of Marketing Research</i> , 1991, 28, 72.	4.8	15
34	The role of idiosyncratic attribute evaluation in mass customization. <i>Journal of Consumer Psychology</i> , 2010, 20, 369-380.	4.5	14
35	Chapter 16 Marketing decision models: From linear programs to knowledge-based systems. <i>Handbooks in Operations Research and Management Science</i> , 1993, , 733-771.	0.6	9
36	The Marketing Engineering Imperative: Introduction to the Special Issue. <i>Interfaces</i> , 2001, 31, 1-7.	1.5	9

#	ARTICLE	IF	CITATIONS
37	The Marketing Engineering Imperative: Introduction to the Special Issue. Interfaces, 2001, 31, S1-S7.	1.5	8
38	Marketing Engineering: Models that Connect with Practice. Profiles in Operations Research, 2008, , 527-559.	0.4	5
39	The Statistical Properties of the Equity Estimator: A Reply. Journal of Business and Economic Statistics, 1994, 12, 149-153.	2.9	3
40	Equity Estimation and Assessing Market Response: A Rejoinder. Journal of Marketing Research, 1995, 32, 480-485.	4.8	3
41	Equity Estimation and Assessing Market Response: A Rejoinder. Journal of Marketing Research, 1995, 32, 480.	4.8	1
42	The Statistical Properties of the Equity Estimator: A Reply. Journal of Business and Economic Statistics, 1994, 12, 149.	2.9	0