

# Arvind Rangaswamy

## List of Publications by Year in descending order

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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 Role of Marketing in Digital Business Platforms. <i>Journal of Interactive Marketing</i> , 2020, 51, 72-90.	6.2	113
2	Performance implications of deploying marketing analytics. <i>International Journal of Research in Marketing</i> , 2013, 30, 114-128.	4.2	144
3	Innovations in Retail Business Models. <i>Journal of Retailing</i> , 2011, 87, S3-S16.	6.2	363
4	The role of idiosyncratic attribute evaluation in mass customization. <i>Journal of Consumer Psychology</i> , 2010, 20, 369-380.	4.5	14
5	The Impact of New Media on Customer Relationships. <i>Journal of Service Research</i> , 2010, 13, 311-330.	12.2	992
6	How Incorporating Feedback Mechanisms in a DSS Affects DSS Evaluations. <i>Information Systems Research</i> , 2009, 20, 527-546.	3.7	82
7	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
8	Marketing Engineering: Models that Connect with Practice. <i>Profiles in Operations Research</i> , 2008, , 527-559.	0.4	5
9	Survival of high tech firms: The effects of diversity of productâ€œmarket portfolios, patents, and trademarks. <i>International Journal of Research in Marketing</i> , 2008, 25, 119-128.	4.2	47
10	The Emergence of Dominant Designs. <i>Journal of Marketing</i> , 2006, 70, 1-17.	11.3	1,395
11	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
12	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
13	DSS Effectiveness in Marketing Resource Allocation Decisions: Reality vs. Perception. <i>Information Systems Research</i> , 2004, 15, 216-235.	3.7	86
14	First in, First out? The Effects of Network Externalities on Pioneer Survival. <i>Journal of Marketing</i> , 2004, 68, 41-58.	11.3	203
15	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
16	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
17	Technological Opportunism and Radical Technology Adoption: An Application to E-Business. <i>Journal of Marketing</i> , 2002, 66, 47-60.	11.3	458
18	Bridging the marketing theoryâ€œpractice gap with marketing engineering. <i>Journal of Business Research</i> , 2002, 55, 111-121.	10.2	40

#	ARTICLE	IF	CITATIONS
19	Customerization: The next revolution in mass customization. <i>Journal of Interactive Marketing</i> , 2001, 15, 13-32.	6.2	619
20	The Marketing Engineering Imperative: Introduction to the Special Issue. <i>Interfaces</i> , 2001, 31, S1-S7.	1.5	8
21	The Marketing Engineering Imperative: Introduction to the Special Issue. <i>Interfaces</i> , 2001, 31, 1-7.	1.5	9
22	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
23	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
24	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
25	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
26	Equity Estimation and Assessing Market Response: A Rejoinder. <i>Journal of Marketing Research</i> , 1995, 32, 480-485.	4.8	3
27	Equity Estimation and Assessing Market Response: A Rejoinder. <i>Journal of Marketing Research</i> , 1995, 32, 480.	4.8	1
28	The Statistical Properties of the Equity Estimator: A Reply. <i>Journal of Business and Economic Statistics</i> , 1994, 12, 149.	2.9	0
29	The Statistical Properties of the Equity Estimator: A Reply. <i>Journal of Business and Economic Statistics</i> , 1994, 12, 149-153.	2.9	3
30	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
31	An experimental study of alternative preparation aids for international negotiations. <i>Group Decision and Negotiation</i> , 1992, 1, 243-267.	3.3	24
32	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
33	Response Function Estimation Using the Equity Estimator. <i>Journal of Marketing Research</i> , 1991, 28, 72-83.	4.8	21
34	Response Function Estimation Using the Equity Estimator. <i>Journal of Marketing Research</i> , 1991, 28, 72.	4.8	15
35	A Knowledge-Based System for Advertising Design. <i>Marketing Science</i> , 1990, 9, 212-229.	4.1	74
36	An Integrated Model-Based Approach for Sales Force Structuring. <i>Marketing Science</i> , 1990, 9, 279-298.	4.1	64

#	ARTICLE	IF	CITATIONS
37	Developing Marketing Expert Systems: An Application to International Negotiations. Journal of Marketing, 1989, 53, 24-39.	11.3	82
38	A simulated annealing methodology for clusterwise linear regression. Psychometrika, 1989, 54, 707-736.	2.1	131
39	Developing Marketing Expert Systems: An Application to International Negotiations. Journal of Marketing, 1989, 53, 24.	11.3	61
40	The Equity Estimator for Marketing Research. Marketing Science, 1987, 6, 336-357.	4.1	30
41	Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context. Journal of Marketing Research, 1986, 23, 101-110.	4.8	62
42	Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context. Journal of Marketing Research, 1986, 23, 101.	4.8	53