Peter J Danaher

List of Publications by Year
in descending order

68 papers	3,903 citations	147801 31 h-index	128289 60 g-index
70 all docs	70 docs citations	70 times ranked	2427 citing authors

#	Article	IF	Citations
1	How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. Journal of Marketing, 2002, 66, 33-46.	11.3	382
2	Where, When, and how Long: Factors that Influence the Redemption of Mobile Phone Coupons. Journal of Marketing Research, 2015, 52, 710-725.	4.8	204
3	A comparison of question scales used for measuring customer satisfaction. Journal of Service Management, 1996, 7, 4-26.	2.0	187
4	Implementing a Customer Relationship Strategy: The Asymmetric Impact of Poor versus Excellent Execution. Journal of the Academy of Marketing Science, 2000, 28, 375-387.	11.2	181
5	Customer Satisfaction during the Service Delivery Process. European Journal of Marketing, 1994, 28, 5-16.	2.9	179
6	Comparing the Relative Effectiveness of Advertising Channels: A Case Study of a Multimedia Blitz Campaign. Journal of Marketing Research, 2013, 50, 517-534.	4.8	150
7	Optimal Pricing of New Subscription Services: Analysis of a Market Experiment. Marketing Science, 2002, 21, 119-138.	4.1	146
8	Factors Affecting Web Site Visit Duration: A Cross-Domain Analysis. Journal of Marketing Research, 2006, 43, 182-194.	4.8	146
9	The Effect of Competitive Advertising Interference on Sales for Packaged Goods. Journal of Marketing Research, 2008, 45, 211-225.	4.8	145
10	Modeling Multivariate Distributions Using Copulas: Applications in Marketing. Marketing Science, 2011, 30, 4-21.	4.1	138
11	Using conjoint analysis to determine the relative importance of service attributes measured in customer satisfaction surveys. Journal of Retailing, 1997, 73, 235-260.	6.2	132
12	Factors Affecting Online Advertising Recall: A Study of Students. Journal of Advertising Research, 2003, 43, 252-267.	2.1	132
13	Indirect Financial Benefits from Service Quality. Quality Management Journal, 1996, 3, 63-75.	1.4	127
14	Customer Satisfaction in the Tourist Industry. Journal of Travel Research, 1996, 35, 89-93.	9.0	120
15	Comparing perceptions of marketing communication channels. European Journal of Marketing, 2011, 45, 6-42.	2.9	113
16	Factors Affecting Online Advertising Recall: A Study of Students. Journal of Advertising Research, 2003, 43, 252-267.	2.1	105
17	Modeling Page Views Across Multiple Websites with an Application to Internet Reach and Frequency Prediction. Marketing Science, 2007, 26, 422-437.	4.1	86
18	Who Wants a Relationship Anyway?. Journal of Service Research, 2008, 11, 43-62.	12.2	69

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19	Cumulative Encounter Satisfaction in the Hotel Conference Process. Journal of Service Management, 1994, 5, 69-80.	2.0	67
20	Using service quality data for competitive marketing decisions. Journal of Service Management, 2000, 11, 438-469.	2.0	67
21	The Impact of Tariff Structure on Customer Retention, Usage, and Profitability of Access Services. Marketing Science, 2011, 30, 820-836.	4.1	63
22	Wine purchase decisions and consumption behaviours: Insights from a probability sample drawn in Auckland, New Zealand. Food Quality and Preference, 2009, 20, 312-319.	4.6	57
23	A comparison of service delivery processes of different complexity. Journal of Service Management, 1998, 9, 48-63.	2.0	52
24	Determining the optimal return on investment for an advertising campaign. European Journal of Operational Research, 1996, 95, 511-521.	5.7	49
25	Comparing the Effect of Store Remodeling on New and Existing Customers. Journal of Marketing, 2014, 78, 62-80.	11.3	48
26	Inconsistent Performance during the Service Encounter. Journal of Service Research, 1999, 1, 227-235.	12.2	47
27	Customer Heterogeneity in Service Management. Journal of Service Research, 1998, 1, 129-139.	12.2	45
28	Optimal Internet Media Selection. Marketing Science, 2010, 29, 336-347.	4.1	40
29	Forecasting television ratings. International Journal of Forecasting, 2011, 27, 1215-1240.	6.5	40
30	Advertising Effectiveness for Multiple Retailer-Brands in a Multimedia and Multichannel Environment. Journal of Marketing Research, 2020, 57, 445-467.	4.8	38
31	Bacon With Your Eggs? Applications of a New Bivariate Beta-Binomial Distribution. American Statistician, 2005, 59, 282-286.	1.6	36
32	Consumption decisions made in restaurants: The case of wine selection. Food Quality and Preference, 2010, 21, 439-442.	4.6	33
33	Optimizing Television Program Schedules Using Choice Modeling. Journal of Marketing Research, 2001, 38, 298-312.	4.8	31
34	Delusion in Attribution: Caveats in Using Attribution for Multimedia Budget Allocation. Journal of Marketing Research, 2018, 55, 667-685.	4.8	26
35	Understanding the Characteristics of Price Elasticities for Frequently Purchased Packaged Goods. Journal of Marketing Management, 2000, 16, 917-936.	2.3	25
36	Modelling customer satisfaction in Telecom New Zealand. European Journal of Marketing, 1997, 31, 122-133.	2.9	24

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37	A Canonical Expansion Model for Multivariate Media Exposure Distributions: A Generalization of the â€œDuplication of Viewing Lawâ€. Journal of Marketing Research, 1991, 28, 361-367.	4.8	22
38	Advanced Media Planning. , 1998, , .		22
39	A Canonical Expansion Model for Multivariate Media Exposure Distributions: A Generalization of the "Duplication of Viewing Law". Journal of Marketing Research, 1991, 28, 361.	4.8	20
40	A Markov Mixture Model for Magazine Exposure. Journal of the American Statistical Association, 1989, 84, 922-926.	3.1	19
41	An empirical analysis of factors that influence retail website visit types. Journal of Retailing and Consumer Services, 2017, 39, 62-70.	9.4	18
42	A Log-Linear Model for Predicting Magazine Audiences. Journal of Marketing Research, 1988, 25, 356-362.	4.8	16
43	A Log-Linear Model for Predicting Magazine Audiences. Journal of Marketing Research, 1988, 25, 356.	4.8	14
44	An Approximate Log-Linear Model for Predicting Magazine Audiences. Journal of Marketing Research, 1989, 26, 473-479.	4.8	14
45	Comparing naive with econometric market share models when competitors' actions are forecast. International Journal of Forecasting, 1994, 10, 287-294.	6.5	14
46	From Amazon to Apple: Modeling Online Retail Sales, Purchase Incidence, and Visit Behavior. Journal of Business and Economic Statistics, 2014, 32, 14-29.	2.9	14
47	Tactical use of rewards to enhance loyalty program effectiveness. International Journal of Research in Marketing, 2020, 37, 505-520.	4.2	14
48	An Approximate Log-Linear Model for Predicting Magazine Audiences. Journal of Marketing Research, 1989, 26, 473.	4.8	13
49	Practice Prize Paperâ€"Incorporating Emotions into Evaluation and Choice Models: Application to Kmart Australia. Marketing Science, 2015, 34, 815-824.	4.1	11
50	The Magnitude of Change Effect in Store Remodeling. Journal of Retailing, 2017, 93, 440-457.	6.2	11
51	Fast and accurate variational inference for models with many latent variables. Journal of Econometrics, 2022, 230, 339-362.	6.5	11
52	Advertising Effectiveness and Media Exposure. Profiles in Operations Research, 2017, , 463-481.	0.4	11
53	Predictive accuracy of simple versus complex econometric market share models. International Journal of Forecasting, 1992, 8, 613-626.	6.5	10
54	Advertising Models. Profiles in Operations Research, 2008, , 81-106.	0.4	10

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55	Practice Prize Paperâ€"Applying a Dynamic Model of Consumer Choice to Guide Brand Development at Jetstar Airways. Marketing Science, 2011, 30, 586-594.	4.1	10
56	Building models for marketing decisions:. International Journal of Research in Marketing, 2000, 17, 135-139.	4.2	9
57	A Markov-Chain Model for Multivariate Magazine-Exposure Distributions. Journal of Business and Economic Statistics, 1992, 10, 401-407.	2.9	8
58	Optimizing Response Functions of Media Exposure Distributions. Journal of the Operational Research Society, 1991, 42, 537-542.	3.4	7
59	Some Statistical Modeling Problems in the Advertising Industry: A Look at Media Exposure Distributions. American Statistician, 1992, 46, 254-260.	1.6	7
60	Some Statistical Modeling Problems in the Advertising Industry: A Look at Media Exposure Distributions. American Statistician, 1992, 46, 254.	1.6	7
61	Econometric Models for Forecasting Market Share. Profiles in Operations Research, 2001, , 597-611.	0.4	7
62	A MARKOV CHAIN MODEL FOR MAGAZINE EXPOSURE. The Australian Journal of Statistics, 1990, 32, 163-176.	0.2	4
63	Simulating Media Exposure Distributions. Communications in Statistics Part B: Simulation and Computation, 1989, 18, 1381-1392.	1.2	2
64	A Markov Mixture Model for Magazine Exposure. Journal of the American Statistical Association, 1989, 84, 922.	3.1	2
65	Media Exposure in Target Markets. Journal of Current Issues and Research in Advertising, 1993, 15, 77-86.	4.3	1
66	Wearout effects in target marketing. Marketing Letters, 1996, 7, 275-287.	2.9	1
67	Rejoinderâ€"Estimation Issues for Copulas Applied to Marketing Data. Marketing Science, 2011, 30, 25-28.	4.1	1
68	An application of canonical expansions to media exposure distributions. Journal of Applied Statistics, 1992, 19, 183-192.	1.3	0