

# Peter J Danaher

## List of Publications by Year in descending order

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Version: 2024-02-01

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	Fast and accurate variational inference for models with many latent variables. <i>Journal of Econometrics</i> , 2022, 230, 339-362.	6.5	11
2	Tactical use of rewards to enhance loyalty program effectiveness. <i>International Journal of Research in Marketing</i> , 2020, 37, 505-520.	4.2	14
3	Advertising Effectiveness for Multiple Retailer-Brands in a Multimedia and Multichannel Environment. <i>Journal of Marketing Research</i> , 2020, 57, 445-467.	4.8	38
4	Delusion in Attribution: Caveats in Using Attribution for Multimedia Budget Allocation. <i>Journal of Marketing Research</i> , 2018, 55, 667-685.	4.8	26
5	The Magnitude of Change Effect in Store Remodeling. <i>Journal of Retailing</i> , 2017, 93, 440-457.	6.2	11
6	An empirical analysis of factors that influence retail website visit types. <i>Journal of Retailing and Consumer Services</i> , 2017, 39, 62-70.	9.4	18
7	Advertising Effectiveness and Media Exposure. <i>Profiles in Operations Research</i> , 2017, , 463-481.	0.4	11
8	Practice Prize Paperâ€”Incorporating Emotions into Evaluation and Choice Models: Application to Kmart Australia. <i>Marketing Science</i> , 2015, 34, 815-824.	4.1	11
9	Where, When, and how Long: Factors that Influence the Redemption of Mobile Phone Coupons. <i>Journal of Marketing Research</i> , 2015, 52, 710-725.	4.8	204
10	Comparing the Effect of Store Remodeling on New and Existing Customers. <i>Journal of Marketing</i> , 2014, 78, 62-80.	11.3	48
11	From Amazon to Apple: Modeling Online Retail Sales, Purchase Incidence, and Visit Behavior. <i>Journal of Business and Economic Statistics</i> , 2014, 32, 14-29.	2.9	14
12	Comparing the Relative Effectiveness of Advertising Channels: A Case Study of a Multimedia Blitz Campaign. <i>Journal of Marketing Research</i> , 2013, 50, 517-534.	4.8	150
13	Practice Prize Paperâ€”Applying a Dynamic Model of Consumer Choice to Guide Brand Development at Jetstar Airways. <i>Marketing Science</i> , 2011, 30, 586-594.	4.1	10
14	The Impact of Tariff Structure on Customer Retention, Usage, and Profitability of Access Services. <i>Marketing Science</i> , 2011, 30, 820-836.	4.1	63
15	Modeling Multivariate Distributions Using Copulas: Applications in Marketing. <i>Marketing Science</i> , 2011, 30, 4-21.	4.1	138
16	Rejoinderâ€”Estimation Issues for Copulas Applied to Marketing Data. <i>Marketing Science</i> , 2011, 30, 25-28.	4.1	1
17	Forecasting television ratings. <i>International Journal of Forecasting</i> , 2011, 27, 1215-1240.	6.5	40
18	Comparing perceptions of marketing communication channels. <i>European Journal of Marketing</i> , 2011, 45, 6-42.	2.9	113

#	ARTICLE	IF	CITATIONS
19	Optimal Internet Media Selection. <i>Marketing Science</i> , 2010, 29, 336-347.	4.1	40
20	Consumption decisions made in restaurants: The case of wine selection. <i>Food Quality and Preference</i> , 2010, 21, 439-442.	4.6	33
21	Wine purchase decisions and consumption behaviours: Insights from a probability sample drawn in Auckland, New Zealand. <i>Food Quality and Preference</i> , 2009, 20, 312-319.	4.6	57
22	Advertising Models. <i>Profiles in Operations Research</i> , 2008, , 81-106.	0.4	10
23	The Effect of Competitive Advertising Interference on Sales for Packaged Goods. <i>Journal of Marketing Research</i> , 2008, 45, 211-225.	4.8	145
24	Who Wants a Relationship Anyway?. <i>Journal of Service Research</i> , 2008, 11, 43-62.	12.2	69
25	Modeling Page Views Across Multiple Websites with an Application to Internet Reach and Frequency Prediction. <i>Marketing Science</i> , 2007, 26, 422-437.	4.1	86
26	Factors Affecting Web Site Visit Duration: A Cross-Domain Analysis. <i>Journal of Marketing Research</i> , 2006, 43, 182-194.	4.8	146
27	Bacon With Your Eggs? Applications of a New Bivariate Beta-Binomial Distribution. <i>American Statistician</i> , 2005, 59, 282-286.	1.6	36
28	Factors Affecting Online Advertising Recall: A Study of Students. <i>Journal of Advertising Research</i> , 2003, 43, 252-267.	2.1	132
29	Factors Affecting Online Advertising Recall: A Study of Students. <i>Journal of Advertising Research</i> , 2003, 43, 252-267.	2.1	105
30	Optimal Pricing of New Subscription Services: Analysis of a Market Experiment. <i>Marketing Science</i> , 2002, 21, 119-138.	4.1	146
31	How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. <i>Journal of Marketing</i> , 2002, 66, 33-46.	11.3	382
32	Optimizing Television Program Schedules Using Choice Modeling. <i>Journal of Marketing Research</i> , 2001, 38, 298-312.	4.8	31
33	Econometric Models for Forecasting Market Share. <i>Profiles in Operations Research</i> , 2001, , 597-611.	0.4	7
34	Using service quality data for competitive marketing decisions. <i>Journal of Service Management</i> , 2000, 11, 438-469.	2.0	67
35	Building models for marketing decisions:. <i>International Journal of Research in Marketing</i> , 2000, 17, 135-139.	4.2	9
36	Understanding the Characteristics of Price Elasticities for Frequently Purchased Packaged Goods. <i>Journal of Marketing Management</i> , 2000, 16, 917-936.	2.3	25

#	ARTICLE	IF	CITATIONS
37	Implementing a Customer Relationship Strategy: The Asymmetric Impact of Poor versus Excellent Execution. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 375-387.	11.2	181
38	Inconsistent Performance during the Service Encounter. <i>Journal of Service Research</i> , 1999, 1, 227-235.	12.2	47
39	Customer Heterogeneity in Service Management. <i>Journal of Service Research</i> , 1998, 1, 129-139.	12.2	45
40	A comparison of service delivery processes of different complexity. <i>Journal of Service Management</i> , 1998, 9, 48-63.	2.0	52
41	Advanced Media Planning. , 1998, , .		22
42	Modelling customer satisfaction in Telecom New Zealand. <i>European Journal of Marketing</i> , 1997, 31, 122-133.	2.9	24
43	Using conjoint analysis to determine the relative importance of service attributes measured in customer satisfaction surveys. <i>Journal of Retailing</i> , 1997, 73, 235-260.	6.2	132
44	Customer Satisfaction in the Tourist Industry. <i>Journal of Travel Research</i> , 1996, 35, 89-93.	9.0	120
45	Indirect Financial Benefits from Service Quality. <i>Quality Management Journal</i> , 1996, 3, 63-75.	1.4	127
46	Determining the optimal return on investment for an advertising campaign. <i>European Journal of Operational Research</i> , 1996, 95, 511-521.	5.7	49
47	Wearout effects in target marketing. <i>Marketing Letters</i> , 1996, 7, 275-287.	2.9	1
48	A comparison of question scales used for measuring customer satisfaction. <i>Journal of Service Management</i> , 1996, 7, 4-26.	2.0	187
49	Cumulative Encounter Satisfaction in the Hotel Conference Process. <i>Journal of Service Management</i> , 1994, 5, 69-80.	2.0	67
50	Comparing naive with econometric market share models when competitors' actions are forecast. <i>International Journal of Forecasting</i> , 1994, 10, 287-294.	6.5	14
51	Customer Satisfaction during the Service Delivery Process. <i>European Journal of Marketing</i> , 1994, 28, 5-16.	2.9	179
52	Media Exposure in Target Markets. <i>Journal of Current Issues and Research in Advertising</i> , 1993, 15, 77-86.	4.3	1
53	A Markov-Chain Model for Multivariate Magazine-Exposure Distributions. <i>Journal of Business and Economic Statistics</i> , 1992, 10, 401-407.	2.9	8
54	Some Statistical Modeling Problems in the Advertising Industry: A Look at Media Exposure Distributions. <i>American Statistician</i> , 1992, 46, 254-260.	1.6	7

#	ARTICLE	IF	CITATIONS
55	An application of canonical expansions to media exposure distributions. Journal of Applied Statistics, 1992, 19, 183-192.	1.3	0
56	Some Statistical Modeling Problems in the Advertising Industry: A Look at Media Exposure Distributions. American Statistician, 1992, 46, 254.	1.6	7
57	Predictive accuracy of simple versus complex econometric market share models. International Journal of Forecasting, 1992, 8, 613-626.	6.5	10
58	Optimizing Response Functions of Media Exposure Distributions. Journal of the Operational Research Society, 1991, 42, 537-542.	3.4	7
59	A Canonical Expansion Model for Multivariate Media Exposure Distributions: A Generalization of the "Duplication of Viewing Law". Journal of Marketing Research, 1991, 28, 361-367.	4.8	22
60	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
61	A MARKOV CHAIN MODEL FOR MAGAZINE EXPOSURE. The Australian Journal of Statistics, 1990, 32, 163-176.	0.2	4
62	An Approximate Log-Linear Model for Predicting Magazine Audiences. Journal of Marketing Research, 1989, 26, 473-479.	4.8	14
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, 922-926.	3.1	19
65	An Approximate Log-Linear Model for Predicting Magazine Audiences. Journal of Marketing Research, 1989, 26, 473.	4.8	13
66	A Markov Mixture Model for Magazine Exposure. Journal of the American Statistical Association, 1989, 84, 922.	3.1	2
67	A Log-Linear Model for Predicting Magazine Audiences. Journal of Marketing Research, 1988, 25, 356.	4.8	14
68	A Log-Linear Model for Predicting Magazine Audiences. Journal of Marketing Research, 1988, 25, 356-362.	4.8	16