

Kusum L Ailawadi

List of Publications by Year in descending order

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40
papers

5,974
citations

172457

29
h-index

395702

33
g-index

43
all docs

43
docs citations

43
times ranked

2845
citing authors

#	ARTICLE	IF	CITATIONS
1	Commentary: Omnichannel from a Manufacturer's Perspective. Journal of Marketing, 2021, 85, 121-125.	11.3	17
2	The Club Store Effect: Impact of Shopping in Warehouse Club Stores on Consumers' Packaged Food Purchases. Journal of Marketing Research, 2018, 55, 193-207.	4.8	32
3	Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions. Journal of Retailing, 2017, 93, 120-135.	6.2	290
4	How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?. Journal of Marketing, 2017, 81, 1-20.	11.3	182
5	Does retailer CSR enhance behavioral loyalty? A case for benefit segmentation. International Journal of Research in Marketing, 2014, 31, 156-167.	4.2	157
6	Soda versus Cereal and Sugar versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis. Journal of Marketing, 2013, 77, 101-120.	11.3	64
7	An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior. Journal of Marketing, 2011, 75, 18-35.	11.3	63
8	Innovations in Retail Pricing and Promotions. Journal of Retailing, 2011, 87, S43-S52.	6.2	204
9	An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior. Journal of Marketing, 2011, 75, 18-35.	11.3	38
10	Empirical models of manufacturer-retailer interaction: A review and agenda for future research. Marketing Letters, 2010, 21, 273-285.	2.9	57
11	Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research. SSRN Electronic Journal, 2010, , .	0.4	1
12	When Wal-Mart Enters: How Incumbent Retailers React and how this Affects their Sales Outcomes. Journal of Marketing Research, 2010, 47, 577-593.	4.8	104
13	Sales Promotion. , 2010, , 393-407.		25
14	Findings"Retailer Promotion Pass-Through: A Measure, Its Magnitude, and Its Determinants. Marketing Science, 2009, 28, 782-791.	4.1	51
15	Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research. Journal of Retailing, 2009, 85, 42-55.	6.2	233
16	Private-Label Use and Store Loyalty. Journal of Marketing, 2008, 72, 19-30.	11.3	207
17	Private-Label Use and Store Loyalty. Journal of Marketing, 2008, 72, 19-30.	11.3	295
18	Decomposition of the Sales Impact of Promotion-Induced Stockpiling. Journal of Marketing Research, 2007, 44, 450-467.	4.8	108

#	ARTICLE	IF	CITATIONS
19	Practice Prize Reportâ€”Quantifying and Improving Promotion Effectiveness at CVS. Marketing Science, 2007, 26, 566-575.	4.1	32
20	Promotion Profitability for a Retailer: The Role of Promotion, Brand, Category, and Store Characteristics. Journal of Marketing Research, 2006, 43, 518-535.	4.8	150
21	Sales Promotion. , 2006, , 345-359.		26
22	Predicting Competitive Response to a Major Policy Change: Combining Game-Theoretic and Empirical Analyses. Marketing Science, 2005, 24, 12-24.	4.1	59
23	Causation and components in market shareâ€”performance models: the role of identities. , 2004, , 188-217.		2
24	An Empirical Analysis of the Determinants of Retail Margins: The Role of Store-Brand Share. Journal of Marketing, 2004, 68, 147-165.	11.3	289
25	Understanding retail branding: conceptual insights and research priorities. Journal of Retailing, 2004, 80, 331-342.	6.2	795
26	Revenue Premium as an Outcome Measure of Brand Equity. Journal of Marketing, 2003, 67, 1-17.	11.3	650
27	The retail power-performance conundrum. Journal of Retailing, 2001, 77, 299-318.	6.2	190
28	Pursuing the Value-Conscious Consumer: Store Brands versus National Brand Promotions. Journal of Marketing, 2001, 65, 71-89.	11.3	798
29	Market Response to a Major Policy Change in the Marketing Mix: Learning from Procter & Gamble's Value Pricing Strategy. Journal of Marketing, 2001, 65, 44-61.	11.3	154
30	Market share and ROI: Observing the effect of unobserved variables. International Journal of Research in Marketing, 1999, 16, 17-33.	4.2	64
31	Heterogeneity and purchase event feedback in choice models: An empirical analysis with implications for model building. International Journal of Research in Marketing, 1999, 16, 177-198.	4.2	75
32	The Effect of Promotion on Consumption: Buying More and Consuming It Faster. Journal of Marketing Research, 1998, 35, 390.	4.8	111
33	The Effect of Promotion on Consumption: Buying More and Consuming it Faster. Journal of Marketing Research, 1998, 35, 390-398.	4.8	222
34	Market power and performance: A cross-industry analysis of manufacturers and retailers. Journal of Retailing, 1995, 71, 211-248.	6.2	106
35	Share and Growth Are Not Good Predictors of the Advertising and Promotion/Sales Ratio. Journal of Marketing, 1994, 58, 86-97.	11.3	20
36	Share and Growth Are Not Good Predictors of the Advertising and Promotion/Sales Ratio. Journal of Marketing, 1994, 58, 86.	11.3	27

#	ARTICLE	IF	CITATIONS
37	Structural Analysis of Models with Composite Dependent Variables. <i>Marketing Science</i> , 1992, 11, 76-94.	4.1	55
38	The Reciprocal Relationship between Private Label Use and Store Loyalty. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
39	The Effect of Store Brand Share on Retail Margins: An Empirical Analysis. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8
40	Predicting Competitive Response to P&G's Value Pricing Move: Combining Normative and Empirical Analyses. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0