

# Chakravarthi Narasimhan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10878754/publications.pdf>

Version: 2024-02-01

47  
papers

3,949  
citations

257450

24  
h-index

276875

41  
g-index

48  
all docs

48  
docs citations

48  
times ranked

1809  
citing authors

#	ARTICLE	IF	CITATIONS
1	Competitive Promotional Strategies. <i>The Journal of Business</i> , 1988, 61, 427.	2.1	493
2	A Price Discrimination Theory of Coupons. <i>Marketing Science</i> , 1984, 3, 128-147.	4.1	416
3	Promotional Elasticities and Category Characteristics. <i>Journal of Marketing</i> , 1996, 60, 17-30.	11.3	288
4	Individual Marketing with Imperfect Targetability. <i>Marketing Science</i> , 2001, 20, 23-41.	4.1	285
5	Private Labels and the Channel Relationship: A Cross-Category Analysis. <i>The Journal of Business</i> , 1998, 71, 573-600.	2.1	271
6	A Model of Retail Formats Based on Consumers' Economizing on Shopping Time. <i>Marketing Science</i> , 1997, 16, 1-23.	4.1	254
7	Has Power Shifted in the Grocery Channel?. <i>Marketing Science</i> , 1995, 14, 189-223.	4.1	245
8	Customer Profitability in a Supply Chain. <i>Journal of Marketing</i> , 2001, 65, 1-16.	11.3	214
9	Promotional Elasticities and Category Characteristics. <i>Journal of Marketing</i> , 1996, 60, 17.	11.3	196
10	Consumer Heterogeneity and Competitive Price-Matching Guarantees. <i>Marketing Science</i> , 2001, 20, 300-314.	4.1	121
11	An Empirical Analysis of Sales-Force Compensation Plans. <i>The Journal of Business</i> , 1992, 65, 93.	2.1	111
12	Dealing-Temporary Price Cuts-By Seller as a Buyer Discrimination Mechanism. <i>The Journal of Business</i> , 1985, 58, 295.	2.1	109
13	Information and Inventory in Distribution Channels. <i>Management Science</i> , 2007, 53, 1551-1561.	4.1	81
14	The Inverse Relationship Between Manufacturer and Retailer Margins: A Theory. <i>Marketing Science</i> , 1996, 15, 132-151.	4.1	78
15	Sharing Economy: Review of Current Research and Future Directions. <i>Customer Needs and Solutions</i> , 2018, 5, 93-106.	0.8	78
16	National Brand's Response to Store Brands: Throw In the Towel or Fight Back?. <i>Marketing Science</i> , 2013, 32, 591-608.	4.1	73
17	Salesforce Compensation: An Analytical and Empirical Examination of the Agency Theoretic Approach. <i>Quantitative Marketing and Economics</i> , 2005, 3, 5-39.	1.5	68
18	Anticipated Regret and Product Innovation. <i>Management Science</i> , 2017, 63, 4308-4323.	4.1	66

#	ARTICLE	IF	CITATIONS
19	Sales force modeling: State of the field and research agenda. <i>Marketing Letters</i> , 2010, 21, 255-272.	2.9	64
20	Incorporating Consumer Price Expectations in Diffusion Models. <i>Marketing Science</i> , 1989, 8, 343-357.	4.1	57
21	Decomposing Promotional Effects with a Dynamic Structural Model of Flexible Consumption. <i>Journal of Marketing Research</i> , 2008, 45, 487-498.	4.8	57
22	Treatment Effectiveness and Side Effects: A Model of Physician Learning. <i>Management Science</i> , 2013, 59, 1309-1325.	4.1	50
23	Product Line Pricing in a Supply Chain. <i>Management Science</i> , 2009, 55, 1704-1717.	4.1	41
24	Anticipated Regret and Product Innovation. <i>SSRN Electronic Journal</i> , 0, , .	0.4	30
25	Modeling Dependencies in Brand Choice Outcomes Across Complementary Categories. <i>Journal of Retailing</i> , 2012, 88, 47-62.	6.2	29
26	Incorporating Behavioral Anomalies in Strategic Models. <i>Marketing Letters</i> , 2005, 16, 361-373.	2.9	28
27	Differentiate or Imitate? The Role of Context-Dependent Preferences. <i>Marketing Science</i> , 2013, 32, 393-410.	4.1	28
28	Vertical Information Sharing in Distribution Channels. <i>SSRN Electronic Journal</i> , 2004, , .	0.4	20
29	The Indirect Impact of Price Deals on Households' Purchase Decisions Through the Formation of Expected Future Prices. <i>Journal of Retailing</i> , 2012, 88, 88-101.	6.2	13
30	Advertising and price competition in a manufacturer-retailer channel. <i>International Journal of Research in Marketing</i> , 2017, 34, 694-716.	4.2	13
31	Invariant Estimators for Market Share Systems and their Finite Sample Behavior. <i>Marketing Science</i> , 1988, 7, 169-186.	4.1	11
32	Intraconnectivity and Interconnectivity: When Value Creation May Reduce Profits. <i>Marketing Science</i> , 2012, 31, 587-602.	4.1	10
33	Managerial perspectives on trade and consumer promotions. <i>Marketing Letters</i> , 1990, 1, 239-251.	2.9	9
34	Quantifying the competitive impact of a new entrant. <i>Journal of Business Research</i> , 1993, 26, 263-277.	10.2	9
35	Information and Inventory in Distribution Channels. <i>SSRN Electronic Journal</i> , 2006, , .	0.4	6
36	Leveraging uncertainty through backorder. <i>Quantitative Marketing and Economics</i> , 2010, 8, 365-392.	1.5	6

#	ARTICLE	IF	CITATIONS
37	Modeling Selectivity in Households' Purchase Quantity Outcomes: A Count Data Approach. Review of Marketing Science, 2005, 3, .	0.7	4
38	Empirical Analysis of Competitive Pricing Strategies with Complementary Product Lines. SSRN Electronic Journal, 0, , .	0.4	4
39	Examining Incentives to Share Demand Information with your Channel Partner. International Journal of Information Technology and Decision Making, 2017, 16, 961-980.	3.9	3
40	Differentiate or Imitate?: The Role of Context-Dependent Preferences. SSRN Electronic Journal, 2011, , .	0.4	2
41	Competitive Implications of Consumer Fairness Concerns. SSRN Electronic Journal, 0, , .	0.4	2
42	Free in-network pricing as an entry-deterrence strategy. Quantitative Marketing and Economics, 2017, 15, 279-303.	1.5	2
43	Persuasive Advertising in a Vertically Differentiated Competitive Marketplace. Review of Marketing Science, 2020, 18, 145-177.	0.7	2
44	Analysis of a multi-period pricing problem. European Journal of Operational Research, 1991, 55, 14-30.	5.7	1
45	Evaluating the Impact of Treatment Effectiveness and Side Effects in Prescribing Choices. International Series in Quantitative Marketing, 2014, , 171-187.	0.5	1
46	Selling Finite Capacity in Bulks*. Decision Sciences, 2017, 48, 1013-1035.	4.5	0
47	Promotions. , 2018, , 1358-1362.		0