

# Tony Haitao Cui

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10951653/publications.pdf>

Version: 2024-02-01

23  
papers

1,459  
citations

840776

11  
h-index

888059

17  
g-index

24  
all docs

24  
docs citations

24  
times ranked

896  
citing authors

#	ARTICLE	IF	CITATIONS
1	Informational Challenges in Omnichannel Marketing: Remedies and Future Research. <i>Journal of Marketing</i> , 2021, 85, 103-120.	11.3	105
2	Is Simplicity the Ultimate Sophistication? The Superiority of Linear Pricing. <i>Production and Operations Management</i> , 2020, 29, 1767-1788.	3.8	11
3	Social motives in bilateral bargaining games: How power changes perceptions of fairness. <i>Journal of Economic Behavior and Organization</i> , 2019, 166, 138-152.	2.0	8
4	Promotions as competitive reactions to recalls and their consequences. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 702-722.	11.2	7
5	Cognitive Hierarchy in Capacity Allocation Games. <i>Management Science</i> , 2018, 64, 1250-1270.	4.1	34
6	Fairness Ideals in Distribution Channels. <i>Journal of Marketing Research</i> , 2016, 53, 969-987.	4.8	51
7	Contract Preferences and Performance for the Loss-Averse Supplier: Buyback vs. Revenue Sharing. <i>Management Science</i> , 2016, 62, 1734-1754.	4.1	134
8	Service Failure Recovery and Prevention: Managing Stockouts in Distribution Channels. <i>Marketing Science</i> , 2015, 34, 689-701.	4.1	12
9	The Benefit of Uniform Price for Branded Variants. <i>Marketing Science</i> , 2013, 32, 36-50.	4.1	76
10	Fairness Ideals in Distribution Channels. <i>SSRN Electronic Journal</i> , 2012, , .	0.4	7
11	Behavioral models of managerial decision-making. <i>Marketing Letters</i> , 2012, 23, 405-421.	2.9	52
12	S-Shaped Incentive Schemes and Pay Caps. <i>SSRN Electronic Journal</i> , 2011, , .	0.4	1
13	When Acquisition Spoils Retention: Direct Selling vs. Delegation Under CRM. <i>Management Science</i> , 2011, 57, 1288-1299.	4.1	17
14	The Length of Product Line in Distribution Channels. <i>Marketing Science</i> , 2010, 29, 474-482.	4.1	66
15	Reference Dependence in Multilocation Newsvendor Models: A Structural Analysis. <i>Management Science</i> , 2010, 56, 1891-1910.	4.1	214
16	The Benefit of Uniform Price for Branded Variants. <i>SSRN Electronic Journal</i> , 2009, , .	0.4	7
17	A Price Discrimination Model of Trade Promotions. <i>Marketing Science</i> , 2008, 27, 779-795.	4.1	58
18	Fairness and Channel Coordination. <i>Management Science</i> , 2007, 53, 1303-1314.	4.1	569

#	ARTICLE	IF	CITATIONS
19	Reference-Dependence in Multi-Location Newsvendor Models: A Structural Analysis. SSRN Electronic Journal, 0, , .	0.4	12
20	Behavioral Models of Managerial Decision-Making. SSRN Electronic Journal, 0, , .	0.4	5
21	Cognitive Hierarchy in Capacity Allocation Games. SSRN Electronic Journal, 0, , .	0.4	2
22	Is Simplicity the Ultimate Sophistication? Wholesale Pricing vs. Non-Linear Pricing. SSRN Electronic Journal, 0, , .	0.4	2
23	How Offline Experience Changes Online Behavior of Member-Customer Segments. SSRN Electronic Journal, 0, , .	0.4	1