

Prasad A Naik

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11130695/publications.pdf>

Version: 2024-02-01

40
papers

2,094
citations

394421

19
h-index

361022

35
g-index

40
all docs

40
docs citations

40
times ranked

1157
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding the Impact of Synergy in Multimedia Communications. Journal of Marketing Research, 2003, 40, 375-388.	4.8	459
2	Planning Media Schedules in the Presence of Dynamic Advertising Quality. Marketing Science, 1998, 17, 214-235.	4.1	265
3	A Hierarchical Marketing Communications Model of Online and Offline Media Synergies. Journal of Interactive Marketing, 2009, 23, 288-299.	6.2	197
4	Planning Marketing-Mix Strategies in the Presence of Interaction Effects. Marketing Science, 2005, 24, 25-34.	4.1	185
5	Building Brand Awareness in Dynamic Oligopoly Markets. Management Science, 2008, 54, 129-138.	4.1	98
6	Markov-switching model selection using Kullback-Leibler divergence. Journal of Econometrics, 2006, 134, 553-577.	6.5	89
7	Optimal Advertising When Envisioning a Product-Harm Crisis. Marketing Science, 2011, 30, 1048-1065.	4.1	84
8	Discovering how Advertising Grows Sales and Builds Brands. Journal of Marketing Research, 2012, 49, 793-806.	4.8	70
9	Extending the Akaike Information Criterion to Mixture Regression Models. Journal of the American Statistical Association, 2007, 102, 244-254.	3.1	65
10	Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence, and Application. Journal of Marketing Research, 2011, 48, 929-943.	4.8	60
11	A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays. Journal of Marketing, 2022, 86, 27-47.	11.3	53
12	BidAnalyzer: A Method for Estimation and Selection of Dynamic Bidding Models. Marketing Science, 2008, 27, 949-960.	4.1	42
13	Uphill or Downhill? Locating the Firm on a Profit Function. Journal of Marketing, 2007, 71, 26-44.	11.3	39
14	Spatiotemporal Allocation of Advertising Budgets. Journal of Marketing Research, 2012, 49, 1-14.	4.8	38
15	A New Dimension Reduction Approach for Data-Rich Marketing Environments: Sliced Inverse Regression. Journal of Marketing Research, 2000, 37, 88-101.	4.8	35
16	Long-term Profit Impact Of Integrated Marketing Communications Program. Review of Marketing Science, 2004, 2, .	0.7	33
17	How does awareness evolve when advertising stops? The role of memory. Marketing Letters, 2011, 22, 315-326.	2.9	33
18	Uphill or Downhill? Locating the Firm on a Profit Function. Journal of Marketing, 2007, 71, 26-44.	11.3	28

#	ARTICLE	IF	CITATIONS
19	Constrained Inverse Regression for Incorporating Prior Information. Journal of the American Statistical Association, 2005, 100, 204-211.	3.1	23
20	Controlling Measurement Errors in Models of Advertising Competition. Journal of Marketing Research, 2000, 37, 113-124.	4.8	19
21	Understanding the Memory Effects in Pulsing Advertising. Operations Research, 2015, 63, 35-47.	1.9	19
22	Understanding the impact of churn in dynamic oligopoly markets. Automatica, 2012, 48, 2882-2887.	5.0	17
23	Isotonic single-index model for high-dimensional database marketing. Computational Statistics and Data Analysis, 2004, 47, 775-790.	1.2	16
24	The Anatomy of the Advertising Budget Decision: How Analytics and Heuristics Drive Sales Performance. Journal of Marketing Research, 2020, 57, 468-488.	4.8	16
25	Time-Series Models in Marketing. Profiles in Operations Research, 2008, , 373-398.	0.4	15
26	Perils of Using OLS to Estimate Multimedia Communications Effects. Journal of Advertising Research, 2007, 47, 257-269.	2.1	14
27	Estimating the Half-life of Advertisements. Marketing Letters, 1999, 10, 345-356.	2.9	12
28	Cross-Media Consumption: Insights from Super Bowl Advertising. Journal of Interactive Marketing, 2020, 50, 17-31.	6.2	12
29	Marketing Dynamics: A Primer on Estimation and Control. Foundations and Trends in Marketing, 2015, 9, 175-266.	1.1	10
30	Metrics unreliability and marketing overspending. International Journal of Research in Marketing, 2017, 34, 761-779.	4.2	10
31	Markov-Switching Model Selection Using Kullback-Leibler Divergence. SSRN Electronic Journal, 0, , .	0.4	9
32	Integrated Marketing Communications in Retailing. , 2006, , 381-395.		7
33	Robust Dynamic Estimation. Marketing Science, 2017, 36, 453-467.	4.1	6
34	Optimal Control of an Oligopoly Model of Advertising. IFAC Postprint Volumes IPPV / International Federation of Automatic Control, 2009, 42, 91-96.	0.4	5
35	Multi-Index Binary Response Analysis of Large Data Sets. Journal of Business and Economic Statistics, 2010, 28, 67-81.	2.9	5
36	Efficiency Analysis of Marketing Organizations with Interconnected Departments. Customer Needs and Solutions, 2014, 1, 154-167.	0.8	3

#	ARTICLE	IF	CITATIONS
37	Integrated Marketing Communications in Retailing. , 2010, , 429-443.		2
38	True Synergy for Real Effects: How to Control Integrated Marketing Successfully. GfK Marketing Intelligence Review, 2015, 7, 34-41.	0.4	1
39	Optimal Advertising When Envisioning a Product-Harm Crisis. SSRN Electronic Journal, 0, , .	0.4	0
40	Spatiotemporal Allocation of Advertising Budgets. SSRN Electronic Journal, 2011, , .	0.4	0