Prasad A Naik

List of Publications by Year
in descending order

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	A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays. Journal of Marketing, 2022, 86, 27-47.	11.3	53
2	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
3	Cross-Media Consumption: Insights from Super Bowl Advertising. Journal of Interactive Marketing, 2020, 50, 17-31.	6.2	12
4	Robust Dynamic Estimation. Marketing Science, 2017, 36, 453-467.	4.1	6
5	Metrics unreliability and marketing overspending. International Journal of Research in Marketing, 2017, 34, 761-779.	4.2	10
6	Marketing Dynamics: A Primer on Estimation and Control. Foundations and Trends in Marketing, 2015, 9, 175-266.	1.1	10
7	True Synergy for Real Effects: How to Control Integrated Marketing Successfully. GfK Marketing Intelligence Review, 2015, 7, 34-41.	0.4	1
8	Understanding the Memory Effects in Pulsing Advertising. Operations Research, 2015, 63, 35-47.	1.9	19
9	Efficiency Analysis of Marketing Organizations with Interconnected Departments. Customer Needs and Solutions, 2014, 1, 154-167.	0.8	3
10	Discovering how Advertising Grows Sales and Builds Brands. Journal of Marketing Research, 2012, 49, 793-806.	4.8	70
11	Spatiotemporal Allocation of Advertising Budgets. Journal of Marketing Research, 2012, 49, 1-14.	4.8	38
12	Understanding the impact of churn in dynamic oligopoly markets. Automatica, 2012, 48, 2882-2887.	5.0	17
13	Optimal Advertising When Envisioning a Product-Harm Crisis. Marketing Science, 2011, 30, 1048-1065.	4.1	84
14	Spatiotemporal Allocation of Advertising Budgets. SSRN Electronic Journal, 2011, , .	0.4	0
15	Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence, and Application. Journal of Marketing Research, 2011, 48, 929-943.	4.8	60
16	How does awareness evolve when advertising stops? The role of memory. Marketing Letters, 2011, 22, 315-326.	2.9	33
17	Multi-Index Binary Response Analysis of Large Data Sets. Journal of Business and Economic Statistics, 2010, 28, 67-81.	2.9	5
18	Integrated Marketing Communications in Retailing. , 2010, , 429-443.		2

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19	A Hierarchical Marketing Communications Model of Online and Offline Media Synergies. Journal of Interactive Marketing, 2009, 23, 288-299.	6.2	197
20	Optimal Control of an Oligopoly Model of Advertising. IFAC Postprint Volumes IPPV / International Federation of Automatic Control, 2009, 42, 91-96.	0.4	5
21	Time-Series Models in Marketing. Profiles in Operations Research, 2008, , 373-398.	0.4	15
22	Building Brand Awareness in Dynamic Oligopoly Markets. Management Science, 2008, 54, 129-138.	4.1	98
23	BidAnalyzer: A Method for Estimation and Selection of Dynamic Bidding Models. Marketing Science, 2008, 27, 949-960.	4.1	42
24	Uphill or Downhill? Locating the Firm on a Profit Function. Journal of Marketing, 2007, 71, 26-44.	11.3	28
25	Extending the Akaike Information Criterion to Mixture Regression Models. Journal of the American Statistical Association, 2007, 102, 244-254.	3.1	65
26	Perils of Using OLS to Estimate Multimedia Communications Effects. Journal of Advertising Research, 2007, 47, 257-269.	2.1	14
27	Uphill or Downhill? Locating the Firm on a Profit Function. Journal of Marketing, 2007, 71, 26-44.	11.3	39
28	Markov-switching model selection using Kullbackâ€"Leibler divergence. Journal of Econometrics, 2006, 134, 553-577.	6.5	89
29	Integrated Marketing Communications in Retailing. , 2006, , 381-395.		7
30	Constrained Inverse Regression for Incorporating Prior Information. Journal of the American Statistical Association, 2005, 100, 204-211.	3.1	23
31	Planning Marketing-Mix Strategies in the Presence of Interaction Effects. Marketing Science, 2005, 24, 25-34.	4.1	185
32	Long-term Profit Impact Of Integrated Marketing Communications Program. Review of Marketing Science, 2004, 2, .	0.7	33
33	Isotonic single-index model for high-dimensional database marketing. Computational Statistics and Data Analysis, 2004, 47, 775-790.	1.2	16
34	Understanding the Impact of Synergy in Multimedia Communications. Journal of Marketing Research, 2003, 40, 375-388.	4.8	459
35	Controlling Measurement Errors in Models of Advertising Competition. Journal of Marketing Research, 2000, 37, 113-124.	4.8	19
36	A New Dimension Reduction Approach for Data-Rich Marketing Environments: Sliced Inverse Regression. Journal of Marketing Research, 2000, 37, 88-101.	4.8	35

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37	Estimating the Half-life of Advertisements. Marketing Letters, 1999, 10, 345-356.	2.9	12
38	Planning Media Schedules in the Presence of Dynamic Advertising Quality. Marketing Science, 1998, 17, 214-235.	4.1	265
39	Optimal Advertising When Envisioning a Product-Harm Crisis. SSRN Electronic Journal, 0, , .	0.4	0
40	Markov-Switching Model Selection Using Kullback-Leibler Divergence. SSRN Electronic Journal, 0, , .	0.4	9