

Sanjoy Ghose

List of Publications by Year in descending order

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Version: 2024-02-01

31
papers

1,204
citations

623734

14
h-index

580821

25
g-index

31
all docs

31
docs citations

31
times ranked

957
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 1 | Reciprocal Spillover Effects: A Strategic Benefit of Brand Extensions. Journal of Marketing, 2003, 67, 4-13. | 11.3 | 331 |
| 2 | Segmenting consumers based on the benefits and risks of Internet shopping. Journal of Business Research, 2004, 57, 1352-1360. | 10.2 | 243 |
| 3 | Comparing the predictive performance of a neural network model with some traditional market response models. International Journal of Forecasting, 1994, 10, 235-244. | 6.5 | 103 |
| 4 | When Choice Models Fail: Compensatory Models in Negatively Correlated Environments. Journal of Marketing Research, 1989, 26, 255. | 4.8 | 79 |
| 5 | Motivating Retail Marketing Effort: Optimal Contract Design. Production and Operations Management, 2009, 18, 197-211. | 3.8 | 75 |
| 6 | Forecast information and traditional retailer performance in a dual-channel competitive market. Journal of Business Research, 2010, 63, 77-83. | 10.2 | 70 |
| 7 | Marketing analytics: Methods, practice, implementation, and links to other fields. Expert Systems With Applications, 2019, 119, 456-475. | 7.6 | 55 |
| 8 | Differential game analysis of carbon emissions reduction and promotion in a sustainable supply chain considering social preferences. Annals of Operations Research, 2022, 310, 257-292. | 4.1 | 33 |
| 9 | Reward points, profit sharing, and valuable coordination mechanism in the O2O era. International Journal of Production Economics, 2019, 215, 34-47. | 8.9 | 29 |
| 10 | Internet Adoption as a Two-Stage Transition: Converting Internet Non-Users to Internet Users and to Online Buyers. International Journal of Market Research, 2006, 48, 321-349. | 3.8 | 26 |
| 11 | An Analysis and Visualization Methodology for Identifying and Testing Market Structure. Marketing Science, 2016, 35, 182-197. | 4.1 | 26 |
| 12 | Consumer choice and preference for brand categories. Journal of Marketing Analytics, 2013, 1, 3-17. | 3.7 | 23 |
| 13 | Game theoretical analysis of service effort timing scheme strategies in dual-channel supply chains. Transportation Research, Part E: Logistics and Transportation Review, 2022, 158, 102620. | 7.4 | 16 |
| 14 | Taste tests: Impacts of consumer perceptions and preferences on brand positioning strategies. Journal of Targeting, Measurement and Analysis for Marketing, 2001, 10, 26-41. | 0.4 | 15 |
| 15 | Role of design-philosophies in interfacing manufacturing with marketing. European Journal of Operational Research, 1997, 103, 453-469. | 5.7 | 14 |
| 16 | Elimination by Dimensions. Journal of Marketing Research, 1992, 29, 417-429. | 4.8 | 12 |
| 17 | Visually Representing Consumer Perceptions. European Journal of Marketing, 1994, 28, 5-18. | 2.9 | 8 |
| 18 | TRACKING PRODUCT-PROCESS INTERACTIONS: A RESEARCH PARADIGM*. Production and Operations Management, 2009, 2, 72-93. | 3.8 | 7 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 19 | Online information seeking for prescription drugs. International Journal of Business and Systems Research, 2012, 6, 1. | 0.3 | 7 |
| 20 | Exploring Curvilinearity Through Fractional Polynomials in Management Research. Organizational Research Methods, 2015, 18, 738-760. | 9.1 | 7 |
| 21 | Online Market Entry: The Motivations for Imitation across Retailer Types. Managerial and Decision Economics, 2016, 37, 151-166. | 2.5 | 7 |
| 22 | Association of adverse events and associated cost with efficacy for approved relapsed and/or refractory multiple myeloma regimens: A Bayesian network meta-analysis of phase 3 randomized controlled trials. Cancer, 2020, 126, 2791-2801. | 4.1 | 6 |
| 23 | Customer Satisfaction with E-Retailers: The Role of Product Type in the Relative Importance of Attributes. Journal of Internet Commerce, 2016, 15, 274-291. | 5.5 | 4 |
| 24 | Isolating strategy effectiveness of brands in an emerging market: A choice modeling approach. Journal of Brand Management, 2017, 24, 161-177. | 3.5 | 4 |
| 25 | A dimensional versus attribute approach for disaggregate choice models. Marketing Letters, 1992, 3, 27-37. | 2.9 | 2 |
| 26 | Fixing another firm's mistake: how should recovering firms react?. Journal of Consumer Marketing, 2019, 37, 65-76. | 2.3 | 2 |
| 27 | Market Shares of Stores. Journal of Marketing Channels, 1993, 3, 41-58. | 0.4 | 0 |
| 28 | Positioning Health Services. Health Marketing Quarterly, 1994, 11, 191-206. | 1.0 | 0 |
| 29 | On the non-existence of ml estimates in the negative multinomial distributions derived from nonstationary poisson processes. Communications in Statistics - Theory and Methods, 1996, 25, 2117-2125. | 1.0 | 0 |
| 30 | Segmenting by Latent Heterogeneity. , 2007, , . | | 0 |
| 31 | Segmenting by Latent Heterogeneity. , 2007, , . | | 0 |