

# 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	Differential game analysis of carbon emissions reduction and promotion in a sustainable supply chain considering social preferences. <i>Annals of Operations Research</i> , 2022, 310, 257-292.	4.1	33
2	Game theoretical analysis of service effort timing scheme strategies in dual-channel supply chains. <i>Transportation Research, Part E: Logistics and Transportation Review</i> , 2022, 158, 102620.	7.4	16
3	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. <i>Cancer</i> , 2020, 126, 2791-2801.	4.1	6
4	Reward points, profit sharing, and valuable coordination mechanism in the O2O era. <i>International Journal of Production Economics</i> , 2019, 215, 34-47.	8.9	29
5	Fixing another firm's mistake: how should recovering firms react?. <i>Journal of Consumer Marketing</i> , 2019, 37, 65-76.	2.3	2
6	Marketing analytics: Methods, practice, implementation, and links to other fields. <i>Expert Systems With Applications</i> , 2019, 119, 456-475.	7.6	55
7	Isolating strategy effectiveness of brands in an emerging market: A choice modeling approach. <i>Journal of Brand Management</i> , 2017, 24, 161-177.	3.5	4
8	Customer Satisfaction with E-Retailers: The Role of Product Type in the Relative Importance of Attributes. <i>Journal of Internet Commerce</i> , 2016, 15, 274-291.	5.5	4
9	Online Market Entry: The Motivations for Imitation across Retailer Types. <i>Managerial and Decision Economics</i> , 2016, 37, 151-166.	2.5	7
10	An Analysis and Visualization Methodology for Identifying and Testing Market Structure. <i>Marketing Science</i> , 2016, 35, 182-197.	4.1	26
11	Exploring Curvilinearity Through Fractional Polynomials in Management Research. <i>Organizational Research Methods</i> , 2015, 18, 738-760.	9.1	7
12	Consumer choice and preference for brand categories. <i>Journal of Marketing Analytics</i> , 2013, 1, 3-17.	3.7	23
13	Online information seeking for prescription drugs. <i>International Journal of Business and Systems Research</i> , 2012, 6, 1.	0.3	7
14	Forecast information and traditional retailer performance in a dual-channel competitive market. <i>Journal of Business Research</i> , 2010, 63, 77-83.	10.2	70
15	TRACKING PRODUCT-PROCESS INTERACTIONS: A RESEARCH PARADIGM*. <i>Production and Operations Management</i> , 2009, 2, 72-93.	3.8	7
16	Motivating Retail Marketing Effort: Optimal Contract Design. <i>Production and Operations Management</i> , 2009, 18, 197-211.	3.8	75
17	Segmenting by Latent Heterogeneity. , 2007, , .		0
18	Segmenting by Latent Heterogeneity. , 2007, , .		0

#	ARTICLE	IF	CITATIONS
19	Internet Adoption as a Two-Stage Transition: Converting Internet Non-Users to Internet Users and to Online Buyers. <i>International Journal of Market Research</i> , 2006, 48, 321-349.	3.8	26
20	Segmenting consumers based on the benefits and risks of Internet shopping. <i>Journal of Business Research</i> , 2004, 57, 1352-1360.	10.2	243
21	Reciprocal Spillover Effects: A Strategic Benefit of Brand Extensions. <i>Journal of Marketing</i> , 2003, 67, 4-13.	11.3	331
22	Taste tests: Impacts of consumer perceptions and preferences on brand positioning strategies. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2001, 10, 26-41.	0.4	15
23	Role of design-philosophies in interfacing manufacturing with marketing. <i>European Journal of Operational Research</i> , 1997, 103, 453-469.	5.7	14
24	On the non-existence of ml estimates in the negative multinomial distributions derived from nonstationary poisson processes. <i>Communications in Statistics - Theory and Methods</i> , 1996, 25, 2117-2125.	1.0	0
25	Positioning Health Services. <i>Health Marketing Quarterly</i> , 1994, 11, 191-206.	1.0	0
26	Comparing the predictive performance of a neural network model with some traditional market response models. <i>International Journal of Forecasting</i> , 1994, 10, 235-244.	6.5	103
27	Visually Representing Consumer Perceptions. <i>European Journal of Marketing</i> , 1994, 28, 5-18.	2.9	8
28	Market Shares of Stores:. <i>Journal of Marketing Channels</i> , 1993, 3, 41-58.	0.4	0
29	Elimination by Dimensions. <i>Journal of Marketing Research</i> , 1992, 29, 417-429.	4.8	12
30	A dimensional versus attribute approach for disaggregate choice models. <i>Marketing Letters</i> , 1992, 3, 27-37.	2.9	2
31	When Choice Models Fail: Compensatory Models in Negatively Correlated Environments. <i>Journal of Marketing Research</i> , 1989, 26, 255.	4.8	79