

Babur De Los Santos

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11366760/publications.pdf>

Version: 2024-02-01

11
papers

652
citations

1163117

8
h-index

1474206

9
g-index

12
all docs

12
docs citations

12
times ranked

412
citing authors

#	ARTICLE	IF	CITATIONS
1	Testing Models of Consumer Search Using Data on Web Browsing and Purchasing Behavior. American Economic Review, 2012, 102, 2955-2980.	8.5	337
2	Search Engine Optimization: What Drives Organic Traffic to Retail Sites?. Journal of Economics and Management Strategy, 2016, 25, 6-31.	0.8	82
3	Optimizing Click-Through in Online Rankings with Endogenous Search Refinement. Marketing Science, 2017, 36, 542-564.	4.1	82
4	E-book pricing and vertical restraints. Quantitative Marketing and Economics, 2017, 15, 85-122.	1.5	39
5	Search With Learning for Differentiated Products: Evidence from E-Commerce. Journal of Business and Economic Statistics, 2017, 35, 626-641.	2.9	36
6	Consumer search on the Internet. International Journal of Industrial Organization, 2018, 58, 66-105.	1.2	33
7	Whatâ€™s in a name? Measuring prominence and its impact on organic traffic from search engines. Information Economics and Policy, 2016, 34, 44-57.	3.5	14
8	E-Book Pricing and Vertical Restraints. SSRN Electronic Journal, 2014, , .	0.4	12
9	Search Engine Optimization: What Drives Organic Traffic to Retail Sites?. SSRN Electronic Journal, 2013, , .	0.4	6
10	Agency Pricing and Bargaining: Evidence from the E-Book Market. SSRN Electronic Journal, 0, , .	0.4	3
11	Chapter 5 - Searching for Physical and Digital Media. , 0, , 137-168.		2