

Lakshman Krishnamurthi

List of Publications by Year in descending order

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Version: 2024-02-01

34
papers

3,128
citations

304743

22
h-index

395702

33
g-index

34
all docs

34
docs citations

34
times ranked

1818
citing authors

#	ARTICLE	IF	CITATIONS
1	On the Go: How Mobile Shopping Affects Customer Purchase Behavior. Journal of Retailing, 2015, 91, 217-234.	6.2	415
2	An Empirical Analysis of the Relationship Between Brand Loyalty and Consumer Price Elasticity. Marketing Science, 1991, 10, 172-183.	4.1	344
3	Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers. Journal of Marketing Research, 1998, 35, 54-70.	4.8	242
4	A Model of Brand Choice and Purchase Quantity Price Sensitivities. Marketing Science, 1988, 7, 1-20.	4.1	239
5	Asymmetric Response to Price in Consumer Brand Choice and Purchase Quantity Decisions. Journal of Consumer Research, 1992, 19, 387.	5.1	221
6	Customizing Promotions in Online Stores. Marketing Science, 2004, 23, 561-578.	4.1	174
7	Investigating the Relationship Between the Content of Online Word of Mouth, Advertising, and Brand Performance. Marketing Science, 2014, 33, 241-258.	4.1	161
8	Analysis of New Product Diffusion Using a Four-Segment Trial-Repeat Model. Marketing Science, 1994, 13, 224-247.	4.1	128
9	The effect of differences in the number of attribute levels on conjoint results. Marketing Letters, 1990, 1, 113-123.	2.9	120
10	Measuring the Dynamic Effects of Promotions on Brand Choice. Journal of Marketing Research, 1996, 33, 20-35.	4.8	117
11	Measuring the Dynamic Effects of Promotions on Brand Choice. Journal of Marketing Research, 1996, 33, 20.	4.8	99
12	The Advantages of Entry in the Growth Stage of the Product Life Cycle: An Empirical Analysis. Journal of Marketing Research, 1999, 36, 269.	4.8	96
13	Demand Dynamics in the Seasonal Goods Industry: An Empirical Analysis. Marketing Science, 2012, 31, 293-316.	4.1	93
14	Relating price sensitivity to retailer promotional variables and pricing policy: an empirical analysis. Journal of Retailing, 1996, 72, 249-272.	6.2	84
15	The Advantages of Entry in the Growth Stage of the Product Life Cycle: An Empirical Analysis. Journal of Marketing Research, 1999, 36, 269-276.	4.8	82
16	Comparing Derived Importance Weights Across Attributes. Journal of Consumer Research, 1982, 8, 471.	5.1	78
17	The Effect of Advertising on Consumer Price Sensitivity. Journal of Marketing Research, 1985, 22, 119-129.	4.8	69
18	Channel Pass-Through of Trade Promotions. Marketing Science, 2010, 29, 250-267.	4.1	57

#	ARTICLE	IF	CITATIONS
19	A Probit Model of Choice Dynamics. <i>Marketing Science</i> , 1992, 11, 189-206.	4.1	56
20	Accounting for heterogeneity and dynamics in the loyalty price sensitivity relationship. <i>Journal of Retailing</i> , 2003, 79, 121-135.	6.2	47
21	Conjoint models of family decision making. <i>International Journal of Research in Marketing</i> , 1988, 5, 185-198.	4.2	46
22	The Equity Estimator for Marketing Research. <i>Marketing Science</i> , 1987, 6, 336-357.	4.1	30
23	Response Function Estimation Using the Equity Estimator. <i>Journal of Marketing Research</i> , 1991, 28, 72-83.	4.8	21
24	When Reward Convenience Meets a Mobile App: Increasing Customer Participation in a Coalition Loyalty Program. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 314-329.	1.7	20
25	The Saliency of Relevant Others and Its Effect on Individual and Joint Preferences: An Experimental Investigation. <i>Journal of Consumer Research</i> , 1983, 10, 62.	5.1	19
26	Intervention Analysis of a Field Experiment to Assess the Buildup Effect of Advertising. <i>Journal of Marketing Research</i> , 1986, 23, 337.	4.8	18
27	Unique inter-brand effects of price on brand choice. <i>Journal of Business Research</i> , 1995, 34, 47-56.	10.2	16
28	Response Function Estimation Using the Equity Estimator. <i>Journal of Marketing Research</i> , 1991, 28, 72.	4.8	15
29	Intervention analysis using control series and exogenous variables in a transfer function model: A case study. <i>International Journal of Forecasting</i> , 1989, 5, 21-27.	6.5	8
30	IT Business Value and Competitive Advantage: Integrating a Customer-Based View. <i>Information Systems Management</i> , 2022, 39, 363-385.	5.7	6
31	The Statistical Properties of the Equity Estimator: A Reply. <i>Journal of Business and Economic Statistics</i> , 1994, 12, 149-153.	2.9	3
32	Equity Estimation and Assessing Market Response: A Rejoinder. <i>Journal of Marketing Research</i> , 1995, 32, 480-485.	4.8	3
33	Equity Estimation and Assessing Market Response: A Rejoinder. <i>Journal of Marketing Research</i> , 1995, 32, 480.	4.8	1
34	The Statistical Properties of the Equity Estimator: A Reply. <i>Journal of Business and Economic Statistics</i> , 1994, 12, 149.	2.9	0