

# 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	IT Business Value and Competitive Advantage: Integrating a Customer-Based View. Information Systems Management, 2022, 39, 363-385.	5.7	6
2	When Reward Convenience Meets a Mobile App: Increasing Customer Participation in a Coalition Loyalty Program. Journal of the Association for Consumer Research, 2018, 3, 314-329.	1.7	20
3	On the Go: How Mobile Shopping Affects Customer Purchase Behavior. Journal of Retailing, 2015, 91, 217-234.	6.2	415
4	Investigating the Relationship Between the Content of Online Word of Mouth, Advertising, and Brand Performance. Marketing Science, 2014, 33, 241-258.	4.1	161
5	Demand Dynamics in the Seasonal Goods Industry: An Empirical Analysis. Marketing Science, 2012, 31, 293-316.	4.1	93
6	Channel Pass-Through of Trade Promotions. Marketing Science, 2010, 29, 250-267.	4.1	57
7	Customizing Promotions in Online Stores. Marketing Science, 2004, 23, 561-578.	4.1	174
8	Accounting for heterogeneity and dynamics in the loyaltyâ€“price sensitivity relationship. Journal of Retailing, 2003, 79, 121-135.	6.2	47
9	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
10	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
11	Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers. Journal of Marketing Research, 1998, 35, 54-70.	4.8	242
12	Measuring the Dynamic Effects of Promotions on Brand Choice. Journal of Marketing Research, 1996, 33, 20.	4.8	99
13	Measuring the Dynamic Effects of Promotions on Brand Choice. Journal of Marketing Research, 1996, 33, 20-35.	4.8	117
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	Equity Estimation and Assessing Market Response: A Rejoinder. Journal of Marketing Research, 1995, 32, 480-485.	4.8	3
16	Equity Estimation and Assessing Market Response: A Rejoinder. Journal of Marketing Research, 1995, 32, 480.	4.8	1
17	Unique inter-brand effects of price on brand choice. Journal of Business Research, 1995, 34, 47-56.	10.2	16
18	The Statistical Properties of the Equity Estimator: A Reply. Journal of Business and Economic Statistics, 1994, 12, 149.	2.9	0

#	ARTICLE	IF	CITATIONS
19	The Statistical Properties of the Equity Estimator: A Reply. Journal of Business and Economic Statistics, 1994, 12, 149-153.	2.9	3
20	Analysis of New Product Diffusion Using a Four-Segment Trial-Repeat Model. Marketing Science, 1994, 13, 224-247.	4.1	128
21	A Probit Model of Choice Dynamics. Marketing Science, 1992, 11, 189-206.	4.1	56
22	Asymmetric Response to Price in Consumer Brand Choice and Purchase Quantity Decisions. Journal of Consumer Research, 1992, 19, 387.	5.1	221
23	An Empirical Analysis of the Relationship Between Brand Loyalty and Consumer Price Elasticity. Marketing Science, 1991, 10, 172-183.	4.1	344
24	Response Function Estimation Using the Equity Estimator. Journal of Marketing Research, 1991, 28, 72-83.	4.8	21
25	Response Function Estimation Using the Equity Estimator. Journal of Marketing Research, 1991, 28, 72.	4.8	15
26	The effect of differences in the number of attribute levels on conjoint results. Marketing Letters, 1990, 1, 113-123.	2.9	120
27	Intervention analysis using control series and exogenous variables in a transfer function model: A case study. International Journal of Forecasting, 1989, 5, 21-27.	6.5	8
28	Conjoint models of family decision making. International Journal of Research in Marketing, 1988, 5, 185-198.	4.2	46
29	A Model of Brand Choice and Purchase Quantity Price Sensitivities. Marketing Science, 1988, 7, 1-20.	4.1	239
30	The Equity Estimator for Marketing Research. Marketing Science, 1987, 6, 336-357.	4.1	30
31	Intervention Analysis of a Field Experiment to Assess the Buildup Effect of Advertising. Journal of Marketing Research, 1986, 23, 337.	4.8	18
32	The Effect of Advertising on Consumer Price Sensitivity. Journal of Marketing Research, 1985, 22, 119-129.	4.8	69
33	The Saliency of Relevant Others and Its Effect on Individual and Joint Preferences: An Experimental Investigation. Journal of Consumer Research, 1983, 10, 62.	5.1	19
34	Comparing Derived Importance Weights Across Attributes. Journal of Consumer Research, 1982, 8, 471.	5.1	78