

# Scott A Neslin

## List of Publications by Year in descending order

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Version: 2024-02-01

58  
papers

9,846  
citations

71102

41  
h-index

149698

56  
g-index

59  
all docs

59  
docs citations

59  
times ranked

4049  
citing authors

#	ARTICLE	IF	CITATIONS
1	The omnichannel continuum: Integrating online and offline channels along the customer journey. <i>Journal of Retailing</i> , 2022, 98, 111-132.	6.2	46
2	Free Shipping Promotions and Product Returns. <i>Journal of Marketing Research</i> , 2020, 57, 640-658.	4.8	38
3	Refocusing loyalty programs in the era of big data: a societal lens paradigm. <i>Marketing Letters</i> , 2020, 31, 405-418.	2.9	13
4	The past, present, and future of brand research. <i>Marketing Letters</i> , 2020, 31, 151-162.	2.9	38
5	Identifying omnichannel deal prone segments, their antecedents, and their consequences. <i>Journal of Retailing</i> , 2020, 96, 310-327.	6.2	40
6	Engaging the unengaged customer: The value of a retailer mobile app. <i>International Journal of Research in Marketing</i> , 2019, 36, 420-438.	4.2	70
7	In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions. <i>Customer Needs and Solutions</i> , 2018, 5, 65-81.	0.8	89
8	The Showrooming Phenomenon: It's More than Just About Price. <i>Journal of Interactive Marketing</i> , 2017, 38, 29-43.	6.2	212
9	Sales Promotion Models. <i>Profiles in Operations Research</i> , 2017, , 13-77.	0.4	21
10	Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment. <i>Marketing Science</i> , 2016, 35, 201-217.	4.1	66
11	Co-managing brand equity and customer equity. , 2015, , .		3
12	Building With Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multichannel Environment. <i>Journal of Retailing</i> , 2015, 91, 182-197.	6.2	211
13	The Long-Term Effect of Multichannel Usage on Sales. <i>Customer Needs and Solutions</i> , 2015, 2, 41-56.	0.8	7
14	Social Contagion and Customer Adoption of New Sales Channels. <i>Journal of Retailing</i> , 2015, 91, 254-271.	6.2	75
15	Driving Online and Offline Sales: The Cross-Channel Effects of Traditional, Online Display, and Paid Search Advertising. <i>Journal of Marketing Research</i> , 2014, 51, 527-545.	4.8	219
16	Customer Relationship Management (CRM). <i>World Scientific-Now Publishers Series in Business</i> , 2014, , 289-317.	0.0	2
17	Does retailer CSR enhance behavioral loyalty? A case for benefit segmentation. <i>International Journal of Research in Marketing</i> , 2014, 31, 156-167.	4.2	157
18	The interrelationships between brand and channel choice. <i>Marketing Letters</i> , 2014, 25, 319-330.	2.9	89

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19	The effect of search channel elimination on purchase incidence, order size and channel choice. <i>International Journal of Research in Marketing</i> , 2014, 31, 49-64.	4.2	61
20	Overcoming the "recency trap" in customer relationship management. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 320-337.	11.2	35
21	Driving Online and Offline Sales: The Cross-Channel Effects of Traditional, Online Display, and Paid Search Advertising. <i>Journal of Marketing Research</i> , 2013, 50, 527-545.	4.8	13
22	The Joint Sales Impact of Frequency Reward and Customer Tier Components of Loyalty Programs. <i>Marketing Science</i> , 2012, 31, 216-235.	4.1	119
23	The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin. <i>Journal of Marketing</i> , 2012, 76, 44-63.	11.3	257
24	Decision Process Evolution in Customer Channel Choice. <i>Journal of Marketing</i> , 2011, 75, 72-86.	11.3	112
25	Sales Promotion. , 2010, , 393-407.		25
26	An Optimal Contact Model for Maximizing Online Panel Response Rates. <i>Management Science</i> , 2009, 55, 727-737.	4.1	23
27	Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions. <i>Journal of Interactive Marketing</i> , 2009, 23, 70-81.	6.2	485
28	Customer Lifetime Value: Empirical Generalizations and Some Conceptual Questions. <i>Journal of Interactive Marketing</i> , 2009, 23, 157-168.	6.2	117
29	Promotion Dynamics. <i>Foundations and Trends in Marketing</i> , 2009, 3, 177-268.	1.1	40
30	Multichannel Shopper Segments and Their Covariates. <i>Journal of Retailing</i> , 2008, 84, 398-413.	6.2	450
31	Database Marketing. <i>International Series in Quantitative Marketing</i> , 2008, , .	0.5	148
32	Customer Channel Migration. <i>Journal of Marketing Research</i> , 2008, 45, 60-76.	4.8	439
33	Sales Promotion Models. <i>Profiles in Operations Research</i> , 2008, , 107-162.	0.4	23
34	Decomposition of the Sales Impact of Promotion-Induced Stockpiling. <i>Journal of Marketing Research</i> , 2007, 44, 450-467.	4.8	108
35	Multichannel customer management: Understanding the research-shopper phenomenon. <i>International Journal of Research in Marketing</i> , 2007, 24, 129-148.	4.2	752
36	Challenges and Opportunities in Multichannel Customer Management. <i>Journal of Service Research</i> , 2006, 9, 95-112.	12.2	812

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37	Defection Detection: Measuring and Understanding the Predictive Accuracy of Customer Churn Models. <i>Journal of Marketing Research</i> , 2006, 43, 204-211.	4.8	412
38	Sales Promotion. , 2006, , 345-359.		26
39	The current and future sales impact of a retail frequency reward program. <i>Journal of Retailing</i> , 2005, 81, 293-305.	6.2	204
40	Predicting Competitive Response to a Major Policy Change: Combining Game-Theoretic and Empirical Analyses. <i>Marketing Science</i> , 2005, 24, 12-24.	4.1	59
41	The Determinants of Pre- and Postpromotion Dips in Sales of Frequently Purchased Goods. <i>Journal of Marketing Research</i> , 2004, 41, 339-350.	4.8	122
42	The Economic Viability of Frequency Reward Programs in a Strategic Competitive Environment. <i>Review of Marketing Science</i> , 2003, 1, .	0.7	56
43	Revenue Premium as an Outcome Measure of Brand Equity. <i>Journal of Marketing</i> , 2003, 67, 1-17.	11.3	650
44	Measuring the Impact of Promotions on Brand Switching When Consumers Are Forward Looking. <i>Journal of Marketing Research</i> , 2003, 40, 389-405.	4.8	135
45	Pursuing the Value-Conscious Consumer: Store Brands versus National Brand Promotions. <i>Journal of Marketing</i> , 2001, 65, 71-89.	11.3	798
46	Market Response to a Major Policy Change in the Marketing Mix: Learning from Procter & Gamble's Value Pricing Strategy. <i>Journal of Marketing</i> , 2001, 65, 44-61.	11.3	154
47	The role of retail promotion in determining future brand loyalty: its effect on purchase event feedback. <i>Journal of Retailing</i> , 1999, 75, 433-459.	6.2	165
48	Heterogeneity and purchase event feedback in choice models: An empirical analysis with implications for model building. <i>International Journal of Research in Marketing</i> , 1999, 16, 177-198.	4.2	75
49	The Effect of Promotion on Consumption: Buying More and Consuming it Faster. <i>Journal of Marketing Research</i> , 1998, 35, 390-398.	4.8	222
50	Promotional Elasticities and Category Characteristics. <i>Journal of Marketing</i> , 1996, 60, 17-30.	11.3	288
51	Consumer inventory sensitivity and the postpromotion dip. <i>Marketing Letters</i> , 1996, 7, 77-94.	2.9	57
52	Promotional Elasticities and Category Characteristics. <i>Journal of Marketing</i> , 1996, 60, 17.	11.3	196
53	The Effects of Retailer and Consumer Response on Optimal Manufacturer Advertising and Trade Promotion Strategies. <i>Management Science</i> , 1995, 41, 749-766.	4.1	67
54	The Effects of Advertising on Brand Switching and Repeat Purchasing. <i>Journal of Marketing Research</i> , 1994, 31, 28.	4.8	91

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55	Chapter 12 Sales promotion models. Handbooks in Operations Research and Management Science, 1993, , 553-609.	0.6	31
56	Sales promotion: The long and the short of it. Marketing Letters, 1989, 1, 81-97.	2.9	161
57	Consumer Promotions and the Acceleration of Product Purchases. Marketing Science, 1985, 4, 147-165.	4.1	320
58	Consumer Response to Information that Presents a Range of Possible Performance Levels for a New Product: The Case of Solar Water Heaters. Journal of Consumer Affairs, 1983, 17, 81-106.	2.3	3