

Navdeep S Sahni

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11978944/publications.pdf>

Version: 2024-02-01

10
papers

457
citations

1478505

6
h-index

1872680

6
g-index

11
all docs

11
docs citations

11
times ranked

268
citing authors

#	ARTICLE	IF	CITATIONS
1	Advertising Spillovers: Evidence from Online Field Experiments and Implications for Returns on Advertising. <i>Journal of Marketing Research</i> , 2016, 53, 459-478.	4.8	135
2	Effect of temporal spacing between advertising exposures: Evidence from online field experiments. <i>Quantitative Marketing and Economics</i> , 2015, 13, 203-247.	1.5	80
3	Do Targeted Discount Offers Serve as Advertising? Evidence from 70 Field Experiments. <i>Management Science</i> , 2017, 63, 2688-2705.	4.1	80
4	An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing. <i>Journal of Marketing Research</i> , 2019, 56, 401-418.	4.8	72
5	Does Advertising Serve as a Signal? Evidence from a Field Experiment in Mobile Search. <i>Review of Economic Studies</i> , 2020, 87, 1529-1564.	5.4	39
6	Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising in Mobile Search. <i>Marketing Science</i> , 2020, 39, 5-32.	4.1	29
7	Does Advertising Serve as a Signal? Evidence from Field Experiments in Mobile Search. <i>SSRN Electronic Journal</i> , 0, , .	0.4	9
8	Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising in Mobile Search. <i>SSRN Electronic Journal</i> , 0, , .	0.4	6
9	Search Advertising and Information Discovery: Are Consumers Averse to Sponsored Messages?. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5
10	An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	2