

Navdeep S Sahni

List of Publications by Year in descending order

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Version: 2024-02-01

10
papers

457
citations

1478505

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h-index

1872680

6
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11
all docs

11
docs citations

11
times ranked

268
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising in Mobile Search. <i>Marketing Science</i> , 2020, 39, 5-32. | 4.1 | 29 |
| 2 | 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 |
| 3 | 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 |
| 4 | Do Targeted Discount Offers Serve as Advertising? Evidence from 70 Field Experiments. <i>Management Science</i> , 2017, 63, 2688-2705. | 4.1 | 80 |
| 5 | An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing. <i>SSRN Electronic Journal</i> , 2017, , . | 0.4 | 2 |
| 6 | 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 |
| 7 | 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 |
| 8 | Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising in Mobile Search. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 6 |
| 9 | Does Advertising Serve as a Signal? Evidence from Field Experiments in Mobile Search. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 9 |
| 10 | Search Advertising and Information Discovery: Are Consumers Averse to Sponsored Messages?. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 5 |