

Shuba Srinivasan

List of Publications by Year in descending order

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Version: 2024-02-01

27
papers

2,826
citations

471509

17
h-index

610901

24
g-index

27
all docs

27
docs citations

27
times ranked

1500
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing and Firm Value: Metrics, Methods, Findings, and Future Directions. <i>Journal of Marketing Research</i> , 2009, 46, 293-312.	4.8	519
2	New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry. <i>Journal of Marketing</i> , 2004, 68, 142-156.	11.3	468
3	Product Innovations, Advertising, and Stock Returns. <i>Journal of Marketing</i> , 2009, 73, 24-43.	11.3	268
4	Do Promotions Benefit Manufacturers, Retailers, or Both?. <i>Management Science</i> , 2004, 50, 617-629.	4.1	245
5	Product Innovations, Advertising, and Stock Returns. <i>Journal of Marketing</i> , 2009, 73, 24-43.	11.3	209
6	Mind-Set Metrics in Market Response Models: An Integrative Approach. <i>Journal of Marketing Research</i> , 2010, 47, 672-684.	4.8	204
7	Paths to and off purchase: quantifying the impact of traditional marketing and online consumer activity. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 440-453.	11.2	157
8	The Impact of Online Product Reviews on Product Returns. <i>Information Systems Research</i> , 2018, 29, 723-738.	3.7	137
9	Consumer Attitude Metrics for Guiding Marketing Mix Decisions. <i>Marketing Science</i> , 2014, 33, 534-550.	4.1	96
10	Optimal Advertising When Envisioning a Product-Harm Crisis. <i>Marketing Science</i> , 2011, 30, 1048-1065.	4.1	84
11	Brand architecture strategy and firm value: how leveraging, separating, and distancing the corporate brand affects risk and returns. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 261-280.	11.2	75
12	How CEO/CMO characteristics affect innovation and stock returns: findings and future directions. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1229-1253.	11.2	63
13	The marketing&finance interface: A new integrative review of metrics, methods, and findings and an agenda for future research. <i>International Journal of Research in Marketing</i> , 2021, 38, 857-876.	4.2	55
14	Estimating Cannibalization Rates for Pioneering Innovations. <i>Marketing Science</i> , 2010, 29, 1024-1039.	4.1	53
15	The impact of online display advertising and paid search advertising relative to offline advertising on firm performance and firm value. <i>International Journal of Research in Marketing</i> , 2020, 37, 789-804.	4.2	50
16	Why Do Firms Invest in Consumer Advertising with Limited Sales Response? A Shareholder Perspective. <i>Journal of Marketing</i> , 2011, 75, 109-124.	11.3	47
17	The impact of brand familiarity on online and offline media synergy. <i>International Journal of Research in Marketing</i> , 2016, 33, 739-753.	4.2	43
18	How Do Franchise Ownership Structure and Strategic Investment Emphasis Influence Stock Returns and Risks?. <i>Journal of Retailing</i> , 2017, 93, 350-368.	6.2	13

#	ARTICLE	IF	CITATIONS
19	The asymmetric effect of warranty payments on firm value: The moderating role of advertising, R&D, and industry concentration. <i>International Journal of Research in Marketing</i> , 2021, 38, 817-837.	4.2	10
20	Can negative buzz increase awareness and purchase intent?. <i>Marketing Letters</i> , 2020, 31, 89-104.	2.9	9
21	Assessing Brand Equity Through Add-on Sales. <i>Customer Needs and Solutions</i> , 2014, 1, 68-76.	0.8	8
22	Branding and the Risk Management Imperative. <i>NIM Marketing Intelligence Review</i> , 2018, 10, 10-17.	0.6	5
23	Modeling Marketing Dynamics Using Vector Autoregressive (VAR) Models. , 2022, , 515-547.		3
24	Uncovering Characteristic Response Paths of a Population. <i>INFORMS Journal on Computing</i> , 2022, 34, 1661-1680.	1.7	2
25	Mind-Set Metrics: Consumer Attitudes and the Bottom Line. <i>GfK Marketing Intelligence Review</i> , 2015, 7, 28-33.	0.4	1
26	Consumer Attitude Metrics for Guiding Marketing Mix Decisions. , 2018, , 557-600.		1
27	Modeling Marketing Dynamics Using Vector Autoregressive (VAR) Models. , 2021, , 1-34.		1