

Adithya Pattabhiramaiah

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2634817/publications.pdf>

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6
papers

97
citations

1684188

5
h-index

2053705

5
g-index

6
all docs

6
docs citations

6
times ranked

55
citing authors

#	ARTICLE	IF	CITATIONS
1	Paywalls: Monetizing Online Content. Journal of Marketing, 2019, 83, 19-36.	11.3	39
2	The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective. Journal of Marketing, 2022, 86, 5-28.	11.3	21
3	Rising Prices Under Declining Preferences: The Case of the U.S. Print Newspaper Industry. Marketing Science, 2018, 37, 97-122.	4.1	20
4	Spillovers from Online Engagement: How a Newspaper Subscriber's Activation of Digital Paywall Access Affects Her Retention and Subscription Revenue. Management Science, 2022, 68, 3528-3548.	4.1	9
5	Platform data strategy. Marketing Letters, 2020, 31, 323-334.	2.9	8
6	Spillovers from Online Engagement: How A Newspaper Subscriber's Activation of Digital Paywall Access Affects Her Retention and Associated Revenue. SSRN Electronic Journal, 0, , .	0.4	0