

# 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	The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective. Journal of Marketing, 2022, 86, 5-28.	11.3	21
2	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
3	Platform data strategy. Marketing Letters, 2020, 31, 323-334.	2.9	8
4	Paywalls: Monetizing Online Content. Journal of Marketing, 2019, 83, 19-36.	11.3	39
5	Rising Prices Under Declining Preferences: The Case of the U.S. Print Newspaper Industry. Marketing Science, 2018, 37, 97-122.	4.1	20
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