

Kenneth C Wilbur

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2982957/publications.pdf>

Version: 2024-02-01

20
papers

975
citations

840776

11
h-index

888059

17
g-index

20
all docs

20
docs citations

20
times ranked

491
citing authors

#	ARTICLE	IF	CITATIONS
1	A Two-Sided, Empirical Model of Television Advertising and Viewing Markets. <i>Marketing Science</i> , 2008, 27, 356-378.	4.1	265
2	Television Advertising and Online Search. <i>Management Science</i> , 2014, 60, 56-73.	4.1	140
3	Television Advertising and Online Shopping. <i>Marketing Science</i> , 2015, 34, 311-330.	4.1	126
4	How the Digital Video Recorder (DVR) Changes Traditional Television Advertising. <i>Journal of Advertising</i> , 2008, 37, 143-149.	6.6	91
5	Inefficiencies in Digital Advertising Markets. <i>Journal of Marketing</i> , 2021, 85, 7-25.	11.3	76
6	Correcting Audience Externalities in Television Advertising. <i>Marketing Science</i> , 2013, 32, 892-912.	4.1	58
7	Effects of TV advertising on keyword search. <i>International Journal of Research in Marketing</i> , 2016, 33, 508-523.	4.2	50
8	Immediate Responses of Online Brand Search and Price Search to TV Ads. <i>Journal of Marketing</i> , 2019, 83, 81-100.	11.3	44
9	Advertising Content and Television Advertising Avoidance. <i>Journal of Media Economics</i> , 2016, 29, 51-72.	0.8	36
10	Price Advertising by Manufacturers and Dealers. <i>Management Science</i> , 2014, 60, 2816-2834.	4.1	25
11	Structural models of complementary choices. <i>Marketing Letters</i> , 2014, 25, 245-256.	2.9	25
12	Advertising and brand attitudes: Evidence from 575 brands over five years. <i>Quantitative Marketing and Economics</i> , 2019, 17, 257-323.	1.5	12
13	Temporal Distance and Price Responsiveness: Empirical Investigation of the Cruise Industry. <i>Management Science</i> , 2020, 66, 5362-5388.	4.1	9
14	How Viewer Tuning, Presence, and Attention Respond to Ad Content and Predict Brand Search Lift. <i>Marketing Science</i> , 2022, 41, 873-895.	4.1	6
15	Dynamic Quality Ladder Model Predictions in Nonrandom Holdout Samples. <i>Management Science</i> , 2018, 64, 3187-3207.	4.1	4
16	Market-based measures of viewpoint diversity. <i>Information Economics and Policy</i> , 2014, 26, 1-11.	3.5	3
17	A Parsimonious Structural Model of Individual Demand for Multiple Related Goods. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
18	Divergent temporal courses for liking versus wanting in response to persuasion.. <i>Emotion</i> , 2020, 20, 261-270.	1.8	2

#	ARTICLE	IF	CITATIONS
19	Inefficiencies in Digital Advertising Markets. SSRN Electronic Journal, 0, , .	0.4	1
20	Proxies for legal firearm prevalence. Quantitative Marketing and Economics, 0, , .	1.5	0