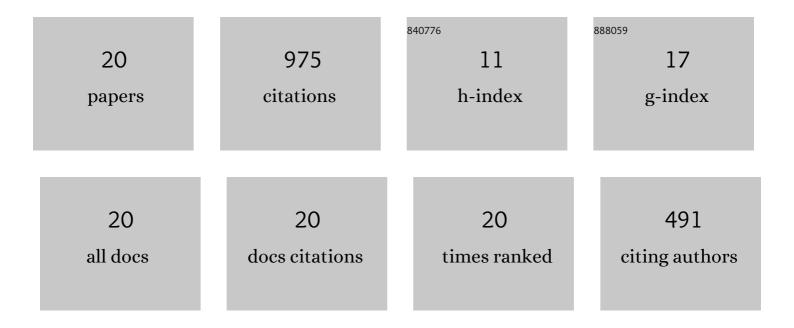
Kenneth C Wilbur

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2982957/publications.pdf Version: 2024-02-01



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