

Ramarao Desiraju

List of Publications by Year in descending order

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Version: 2024-02-01

17
papers

715
citations

687363

13
h-index

888059

17
g-index

17
all docs

17
docs citations

17
times ranked

549
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing a Distribution Channel Under Asymmetric Information with Performance Requirements. <i>Management Science</i> , 1997, 43, 1628-1644.	4.1	163
2	Strategic Service Pricing and Yield Management. <i>Journal of Marketing</i> , 1999, 63, 44.	11.3	134
3	Diffusion of new pharmaceutical drugs in developing and developed nations. <i>International Journal of Research in Marketing</i> , 2004, 21, 341-357.	4.2	84
4	Strategic Pricing and Detailing Behavior in International Markets. <i>Marketing Science</i> , 2005, 24, 67-80.	4.1	63
5	New product introductions, slotting allowances, and retailer discretion. <i>Journal of Retailing</i> , 2001, 77, 335-358.	6.2	47
6	Encouraging Participation in Case Discussions: A Comparison of the Mica and the Harvard Case Methods. <i>Journal of Management Education</i> , 2001, 25, 394-408.	1.1	41
7	Equity and Adverse Selection. <i>Journal of Economics and Management Strategy</i> , 2007, 16, 285-318.	0.8	33
8	Retail product-line pricing strategy when costs and products change. <i>Journal of Retailing</i> , 2001, 77, 17-38.	6.2	29
9	Sales Quota Plans: Mechanisms For Adaptive Learning. <i>Marketing Letters</i> , 1997, 8, 393-405.	2.9	25
10	Group-buying and channel coordination under asymmetric information. <i>European Journal of Operational Research</i> , 2017, 256, 68-75.	5.7	22
11	Product Introduction Strategies under Sequential Innovation for Durable Goods with Network Effects. <i>Production and Operations Management</i> , 2017, 26, 320-340.	3.8	18
12	Optimal Design of Return Policies. <i>Marketing Science</i> , 2018, 37, 649-667.	4.1	17
13	Costs and Benefits of Inducing Intra-brand Competition: The Role of Limited Liability. <i>Marketing Science</i> , 2004, 23, 429-450.	4.1	14
14	Comarketing Alliances: Should You Contract on Actions or Outcomes?. <i>Management Science</i> , 2011, 57, 752-762.	4.1	14
15	Advance Sales of Services. <i>Journal of Service Research</i> , 2017, 20, 135-151.	12.2	7
16	Price versus Quantity Monitoring*. <i>The Journal of Business</i> , 2006, 79, 2361-2379.	2.1	2
17	Equity and adverse selection with correlated costs. <i>Economics Letters</i> , 2007, 95, 402-407.	1.9	2