

Peter Ebbes

List of Publications by Year in descending order

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Version: 2024-02-01

21
papers

1,016
citations

840776

11
h-index

888059

17
g-index

21
all docs

21
docs citations

21
times ranked

821
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | The Chief Marketing Officer Matters!. <i>Journal of Marketing</i> , 2015, 79, 1-22. | 11.3 | 284 |
| 2 | Addressing Endogeneity in Marketing Models. <i>International Series in Quantitative Marketing</i> , 2017, , 581-627. | 0.5 | 144 |
| 3 | Solving and Testing for Regressor-Error (in)Dependence When no Instrumental Variables are Available: With New Evidence for the Effect of Education on Income. <i>Quantitative Marketing and Economics</i> , 2005, 3, 365-392. | 1.5 | 129 |
| 4 | Enhancing marketing with engineering: Optimal product line design for heterogeneous markets. <i>International Journal of Research in Marketing</i> , 2011, 28, 1-12. | 4.2 | 91 |
| 5 | The Sense and Non-Sense of Holdout Sample Validation in the Presence of Endogeneity. <i>Marketing Science</i> , 2011, 30, 1115-1122. | 4.1 | 82 |
| 6 | Frugal IV alternatives to identify the parameter for an endogenous regressor. <i>Journal of Applied Econometrics</i> , 2009, 24, 446-468. | 2.3 | 67 |
| 7 | Regressor and random-effects dependencies in multilevel models. <i>Statistica Neerlandica</i> , 2004, 58, 161-178. | 1.6 | 59 |
| 8 | Beyond the Target Customer: Social Effects of Customer Relationship Management Campaigns. <i>Journal of Marketing Research</i> , 2017, 54, 347-363. | 4.8 | 59 |
| 9 | Modeling strategic group dynamics: A hidden Markov approach. <i>Quantitative Marketing and Economics</i> , 2010, 8, 241-274. | 1.5 | 18 |
| 10 | Sampling designs for recovering local and global characteristics of social networks. <i>International Journal of Research in Marketing</i> , 2016, 33, 578-599. | 4.2 | 17 |
| 11 | Revisiting customer value analysis in a heterogeneous market. <i>Journal of Modelling in Management</i> , 2010, 5, 8-24. | 1.9 | 15 |
| 12 | Attribute-Level Heterogeneity. <i>Management Science</i> , 2015, 61, 885-897. | 4.1 | 14 |
| 13 | Hidden Markov Models in Marketing. <i>International Series in Quantitative Marketing</i> , 2017, , 405-449. | 0.5 | 14 |
| 14 | Properties of instrumental variables estimation in logit-based demand models. <i>Journal of Modelling in Management</i> , 2014, 9, 261-289. | 1.9 | 7 |
| 15 | A Heterogeneous Bayesian Regression Model for Cross-sectional Data Involving a Single Observation per Response Unit. <i>Psychometrika</i> , 2012, 77, 293-314. | 2.1 | 6 |
| 16 | Gremlins in the Data: Identifying the Information Content of Research Subjects. <i>Journal of Marketing Research</i> , 2021, 58, 74-94. | 4.8 | 6 |
| 17 | Using Social Network Activity Data to Identify and Target Job Seekers. <i>Management Science</i> , 2022, 68, 3026-3046. | 4.1 | 2 |
| 18 | Properties of Instrumental Variables Estimation in Logit-Based Demand Models: Finite Sample Results. <i>SSRN Electronic Journal</i> , 2013, , . | 0.4 | 1 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Gremlins in the Data: Identifying the Information Content of Research Subjects. SSRN Electronic Journal, 0, , . | 0.4 | 1 |
| 20 | A Statistical Framework for Dealing with Endogeneity. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 21 | Accounting for Regressor-Error Dependencies in Educational Data: A Bayesian Mixture Approach. SSRN Electronic Journal, 0, , . | 0.4 | 0 |