

Scott Fay

List of Publications by Year in descending order

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34
papers

1,888
citations

567281

15
h-index

526287

27
g-index

35
all docs

35
docs citations

35
times ranked

1048
citing authors

#	ARTICLE	IF	CITATIONS
1	The Household Bankruptcy Decision. American Economic Review, 2002, 92, 706-718.	8.5	396
2	The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. Journal of Interactive Marketing, 2011, 25, 85-94.	6.2	377
3	Probabilistic Goods: A Creative Way of Selling Products and Services. Marketing Science, 2008, 27, 674-690.	4.1	155
4	An Empirical Study of the Impact of Nonlinear Shipping and Handling Fees on Purchase Incidence and Expenditure Decisions. Marketing Science, 2006, 25, 51-64.	4.1	146
5	Partial-Repeat-Bidding in the Name-Your-Own-Price Channel. Marketing Science, 2004, 23, 407-418.	4.1	119
6	The Economics of Buyer Uncertainty: Advance Selling vs. Probabilistic Selling. Marketing Science, 2010, 29, 1040-1057.	4.1	105
7	Selling an opaque product through an intermediary: The case of disguising one's product. Journal of Retailing, 2008, 84, 59-75.	6.2	102
8	Probabilistic Goods: A Creative Way of Selling Products and Services. SSRN Electronic Journal, 2007, , .	0.4	83
9	Managing Service Expectations in Online Markets: A Signaling Theory of E-tailer Pricing and Empirical Tests. Journal of Retailing, 2010, 86, 184-199.	6.2	70
10	Timing of Product Allocation: Using Probabilistic Selling to Enhance Inventory Management. Management Science, 2015, 61, 474-484.	4.1	49
11	The Effect of Probabilistic Selling on the Optimal Product Mix. Journal of Retailing, 2015, 91, 451-467.	6.2	36
12	Probabilistic selling vs. markdown selling: Price discrimination and management of demand uncertainty in retailing. International Journal of Research in Marketing, 2014, 31, 147-155.	4.2	33
13	Competitive reasons for the Name-Your-Own-Price channel. Marketing Letters, 2009, 20, 277-293.	2.9	32
14	Implications of Expected Changes in the Seller's Price in Name-Your-Own-Price Auctions. Management Science, 2009, 55, 1783-1796.	4.1	27
15	Store Closings and Retailer Profitability: A Contingency Perspective. Journal of Retailing, 2020, 96, 411-433.	6.2	25
16	The Bankruptcy Decision: Does Stigma Matter?. SSRN Electronic Journal, 0, , .	0.4	19
17	Overbidding in electronic auctions: factors influencing the propensity to overbid and the magnitude of overbidding. Journal of the Academy of Marketing Science, 2016, 44, 241-260.	11.2	16
18	Competitive bundling of categorized information goods. , 2000, , .		10

#	ARTICLE	IF	CITATIONS
19	Ask or infer? Strategic implications of alternative learning approaches in customization. International Journal of Research in Marketing, 2009, 26, 136-152.	4.2	10
20	The role of customer expectations in name-your-own-price markets. Journal of Business Research, 2015, 68, 675-683.	10.2	10
21	Why offer lower prices to past customers? Inducing favorable social price comparisons to enhance customer retention. Quantitative Marketing and Economics, 2017, 15, 123-163.	1.5	10
22	Inferring salesperson capability using stochastic frontier analysis. Journal of Personal Selling and Sales Management, 2016, 36, 294-306.	2.8	9
23	Competition Between Firms that Bundle Information Goods. SSRN Electronic Journal, 0, , .	0.4	9
24	Bidding for Bidders? How the Format for Soliciting Supplier Participation in NYOP Auctions Impacts Channel Profit. Management Science, 2017, 63, 4324-4344.	4.1	7
25	The Value of the Structural Power of the Chief Information Officer in Enhancing Forward-Looking Firm Performance*. Journal of Management Information Systems, 2021, 38, 765-797.	4.3	7
26	An empirical investigation of forward-looking retailer performance using parking lot traffic data derived from satellite imagery. Journal of Retailing, 2022, 98, 633-646.	6.2	7
27	The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. SSRN Electronic Journal, 2011, , .	0.4	5
28	Staying small, staying strong? Retail store underexpansion and retailer profitability. Journal of Business Research, 2022, 144, 663-678.	10.2	4
29	When do we need higher educated salespeople? The role of work experience. Review of Managerial Science, 2021, 15, 1391-1429.	7.1	3
30	Chief stores officer and retailer performance. Journal of Retailing and Consumer Services, 2021, 58, 102321.	9.4	3
31	The Economics of Buyer Uncertainty: Advance Selling vs. Probabilistic Selling. SSRN Electronic Journal, 2009, , .	0.4	2
32	Ask or Infer? Strategic Implications of Alternative Learning Approaches in Customization. SSRN Electronic Journal, 0, , .	0.4	2
33	Timing of Commitment as a Strategic Variable: Using Probabilistic Selling to Enhance Inventory Management. SSRN Electronic Journal, 0, , .	0.4	0
34	The value relevance of descriptive R&D intensity. Journal of Business Research, 2021, 139, 1394-1394.	10.2	0