

# Sudhir Voleti

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5677868/publications.pdf>

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7  
papers

484  
citations

1937685

4  
h-index

1872680

6  
g-index

8  
all docs

8  
docs citations

8  
times ranked

533  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Role of Big Data and Predictive Analytics in Retailing. Journal of Retailing, 2017, 93, 79-95.	6.2	306
2	Why the Dynamics of Competition Matter for Category Profitability. Journal of Marketing, 2017, 81, 1-16.	11.3	149
3	Impact of Reference Prices on Product Positioning and Profits. Production and Operations Management, 2020, 29, 882-892.	3.8	18
4	A robust approach to measure latent, time-varying equity in hierarchical branding structures. Quantitative Marketing and Economics, 2013, 11, 289-319.	1.5	8
5	A non-parametric model of residual brand equity in hierarchical branding structures with application to US beer data. Journal of the Royal Statistical Society Series A: Statistics in Society, 2014, 177, 135-152.	1.1	2
6	A Multimarket Analysis of Inter-dependent Consumer Response Sensitivities. Review of Marketing Science, 2015, 13, .	0.7	1
7	Testing the Traditional View of National Brands and Store Brands: A Comparison of Response Elasticities and Intangible Brand Effects. SSRN Electronic Journal, 0, , .	0.4	0