

Sudhir Voleti

List of Publications by Year in descending order

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

Version: 2024-02-01

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