

Pranav Jindal

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6369763/publications.pdf>

Version: 2024-02-01

7
papers

184
citations

1937685

4
h-index

1720034

7
g-index

8
all docs

8
docs citations

8
times ranked

121
citing authors

#	ARTICLE	IF	CITATIONS
1	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208.	0.8	95
2	To Bargain or Not to Bargain: The Role of Fixed Costs in Price Negotiations. <i>Journal of Marketing Research</i> , 2018, 55, 832-851.	4.8	40
3	Marketing-Mix Response Across Retail Formats: The Role of Shopping Trip Types. <i>Journal of Marketing</i> , 2020, 84, 114-132.	11.3	19
4	The Importance of Price Beliefs in Consumer Search. <i>Journal of Marketing Research</i> , 2021, 58, 321-342.	4.8	15
5	Perceived Versus Negotiated Discounts: The Role of Advertised Reference Prices in Price Negotiations. <i>Journal of Marketing Research</i> , 2022, 59, 578-599.	4.8	7
6	The Profitability of Revenue-Based Quotas Under Price Negotiation. <i>Management Science</i> , 2022, 68, 917-940.	4.1	6
7	Does Bargaining Increase Product Valuation? The Upside of Bargaining Costs. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1