

Pranav Jindal

List of Publications by Year in descending order

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

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7
papers

184
citations

1937685

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1720034

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8
all docs

8
docs citations

8
times ranked

121
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|---|------|-----------|
| 1 | The Profitability of Revenue-Based Quotas Under Price Negotiation. <i>Management Science</i> , 2022, 68, 917-940. | 4.1 | 6 |
| 2 | 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 |
| 3 | The Importance of Price Beliefs in Consumer Search. <i>Journal of Marketing Research</i> , 2021, 58, 321-342. | 4.8 | 15 |
| 4 | Marketing-Mix Response Across Retail Formats: The Role of Shopping Trip Types. <i>Journal of Marketing</i> , 2020, 84, 114-132. | 11.3 | 19 |
| 5 | 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 |
| 6 | Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208. | 0.8 | 95 |
| 7 | Does Bargaining Increase Product Valuation? The Upside of Bargaining Costs. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 1 |