

Hannes Datta

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6569931/publications.pdf>

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4
papers

471
citations

1937685
4
h-index

2272923
4
g-index

4
all docs

4
docs citations

4
times ranked

426
citing authors

#	ARTICLE	IF	CITATIONS
1	How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?. Journal of Marketing, 2017, 81, 1-20.	11.3	182
2	Changing Their Tune: How Consumers'™ Adoption of Online Streaming Affects Music Consumption and Discovery. Marketing Science, 2018, 37, 5-21.	4.1	155
3	The Challenge of Retaining Customers Acquired with Free Trials. Journal of Marketing Research, 2015, 52, 217-234.	4.8	112
4	Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in 14 Indo-Pacific Rim Economies. Journal of Marketing Research, 2022, 59, 251-270.	4.8	22