

Imran S Currim

List of Publications by Year in descending order

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35
papers

1,743
citations

331670

21
h-index

377865

34
g-index

35
all docs

35
docs citations

35
times ranked

1174
citing authors

#	ARTICLE	IF	CITATIONS
1	A Comparison of Segment Retention Criteria for Finite Mixture Logit Models. <i>Journal of Marketing Research</i> , 2003, 40, 235-243.	4.8	196
2	You get what you Pay for: The Effect of Top Executives' Compensation on Advertising and R&D Spending Decisions and Stock Market Return. <i>Journal of Marketing</i> , 2012, 76, 33-48.	11.3	185
3	An Empirical Comparison of Logit Choice Models with Discrete versus Continuous Representations of Heterogeneity. <i>Journal of Marketing Research</i> , 2002, 39, 479-487.	4.8	146
4	Hierarchical Bayes versus Finite Mixture Conjoint Analysis Models: A Comparison of Fit, Prediction, and Partworth Recovery. <i>Journal of Marketing Research</i> , 2002, 39, 87-98.	4.8	141
5	What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?. <i>Journal of Marketing</i> , 2013, 77, 17-40.	11.3	131
6	Retention of latent segments in regression-based marketing models. <i>International Journal of Research in Marketing</i> , 2003, 20, 315-321.	4.2	95
7	Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models. <i>Journal of Marketing Research</i> , 1981, 18, 301-309.	4.8	76
8	Modeling Marketing Dynamics by Time Series Econometrics. <i>Marketing Letters</i> , 2004, 15, 167-183.	2.9	68
9	Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models. <i>Journal of Marketing Research</i> , 1981, 18, 301.	4.8	63
10	Disaggregate Tree-Structured Modeling of Consumer Choice Data. <i>Journal of Marketing Research</i> , 1988, 25, 253-265.	4.8	56
11	Consumer heterogeneity in the longer-term effects of price promotions. <i>International Journal of Research in Marketing</i> , 2005, 22, 441-457.	4.2	56
12	Parameter Bias from Unobserved Effects in the Multinomial Logit Model of Consumer Choice. <i>Journal of Marketing Research</i> , 2000, 37, 410-426.	4.8	53
13	A Taxonomy of Consumer Purchase Strategies in a Promotion Intensive Environment. <i>Marketing Science</i> , 1991, 10, 91-110.	4.1	49
14	Identifying segments with identical choice behaviors across product categories: An Intercategory Logit Mixture model. <i>International Journal of Research in Marketing</i> , 2002, 19, 65-79.	4.2	47
15	Estimating the SCAN-PRO model of store sales: HB, FM or just OLS?. <i>International Journal of Research in Marketing</i> , 2008, 25, 22-33.	4.2	37
16	Recovering and profiling the true segmentation structure in markets: an empirical investigation. <i>International Journal of Research in Marketing</i> , 2003, 20, 177-192.	4.2	32
17	A Procedure for Measuring and Estimating Consumer Preferences under Uncertainty. <i>Journal of Marketing Research</i> , 1983, 20, 249-256.	4.8	31
18	Information Accessed or Information Available? The Impact on Consumer Preferences Inferred at a Durable Product E-commerce Website. <i>Journal of Interactive Marketing</i> , 2015, 29, 11-25.	6.2	25

#	ARTICLE	IF	CITATIONS
19	Effect of analysts' earnings pressure on marketing spending and stock market performance. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 431-452.	11.2	25
20	The right metrics for marketing-mix decisions. <i>International Journal of Research in Marketing</i> , 2021, 38, 32-49.	4.2	25
21	An experimental investigation of scanner data preparation strategies for consumer choice models. <i>International Journal of Research in Marketing</i> , 2005, 22, 319-331.	4.2	23
22	Disaggregate Tree-Structured Modeling of Consumer Choice Data. <i>Journal of Marketing Research</i> , 1988, 25, 253.	4.8	22
23	When does metric use matter less?. <i>European Journal of Marketing</i> , 2015, 49, 1809-1856.	2.9	19
24	Managerial metric use in marketing decisions across 16 countries: A cultural perspective. <i>Journal of International Business Studies</i> , 2021, 52, 1474-1500.	7.3	19
25	An Experimental Investigation of the Impact of Information on Competitive Decision Making. <i>Management Science</i> , 2005, 51, 195-207.	4.1	17
26	On the Recoverability of Choice Behaviors with Random Coefficients Choice Models in the Context of Limited Data and Unobserved Effects. <i>Management Science</i> , 2008, 54, 83-99.	4.1	17
27	A Comparison of Sales Response Predictions From Demand Models Applied to Store-Level versus Panel Data. <i>Journal of Business and Economic Statistics</i> , 2011, 29, 319-326.	2.9	17
28	Information Processing Pattern and Propensity to Buy: An Investigation of Online Point-of-Purchase Behavior. <i>Marketing Science</i> , 2013, 32, 716-732.	4.1	17
29	Amalgamation of partitions from multiple segmentation bases: A comparison of non-model-based and model-based methods. <i>European Journal of Operational Research</i> , 2010, 201, 608-618.	5.7	16
30	Multi-stage purchase decision models: Accommodating response heterogeneity, common demand shocks, and endogeneity using disaggregate data. <i>International Journal of Research in Marketing</i> , 2009, 26, 197-206.	4.2	14
31	A Model for Inferring Market Preferences from Online Retail Product Information Matrices. <i>Journal of Retailing</i> , 2016, 92, 470-485.	6.2	10
32	An Empirical Comparison of Methods for Clustering Problems: Are There Benefits from Having a Statistical Model?. <i>Review of Marketing Science</i> , 2010, 8, .	0.7	8
33	Perceptual structure of the desired functionality of internet-based health information systems. <i>Health Care Management Science</i> , 2006, 9, 151-170.	2.6	3
34	Influence of CEOs' religious affiliations on firms' advertising spending and shareholder value. <i>European Journal of Marketing</i> , 2021, 55, 1440-1468.	2.9	3
35	National customer orientation: a framework, propositions and agenda for future research. <i>European Journal of Marketing</i> , 2022, 56, 1014-1041.	2.9	1