

Venkatesh Shankar

List of Publications by Year in descending order

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Version: 2024-02-01

96
papers

12,118
citations

57758

44
h-index

49909

87
g-index

112
all docs

112
docs citations

112
times ranked

5995
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration From a Business-to-Business Service Context. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 293-311.	11.2	1,219
2	Customer satisfaction and loyalty in online and offline environments. <i>International Journal of Research in Marketing</i> , 2003, 20, 153-175.	4.2	1,118
3	Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study. <i>Journal of Marketing</i> , 2005, 69, 133-152.	11.3	1,071
4	Challenges and Opportunities in Multichannel Customer Management. <i>Journal of Service Research</i> , 2006, 9, 95-112.	12.2	812
5	Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions. <i>Journal of Interactive Marketing</i> , 2009, 23, 70-81.	6.2	485
6	Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues. <i>Journal of Interactive Marketing</i> , 2010, 24, 111-120.	6.2	422
7	Network effects and competition: an empirical analysis of the home video game industry. <i>Strategic Management Journal</i> , 2003, 24, 375-384.	7.3	351
8	Mobile Marketing: A Synthesis and Prognosis. <i>Journal of Interactive Marketing</i> , 2009, 23, 118-129.	6.2	343
9	Transforming the Customer Experience Through New Technologies. <i>Journal of Interactive Marketing</i> , 2020, 51, 57-71.	6.2	341
10	Are Multichannel Customers Really more Valuable? The Moderating Role of Product Category Characteristics. <i>Journal of Marketing</i> , 2013, 77, 67-85.	11.3	281
11	Innovations in Shopper Marketing: Current Insights and Future Research Issues. <i>Journal of Retailing</i> , 2011, 87, S29-S42.	6.2	272
12	Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Avenues. <i>Journal of Interactive Marketing</i> , 2016, 34, 37-48.	6.2	244
13	Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers. <i>Journal of Marketing Research</i> , 1998, 35, 54-70.	4.8	242
14	Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research. <i>Journal of Retailing</i> , 2009, 85, 42-55.	6.2	233
15	Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships?. <i>Management Science</i> , 2007, 53, 357-374.	4.1	206
16	Can Price Dispersion in Online Markets be Explained by Differences in E-Tailer Service Quality?. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 433-445.	11.2	199
17	New Product Preannouncements and Shareholder Value: Don't Make Promises you Can't Keep. <i>Journal of Marketing Research</i> , 2007, 44, 468-489.	4.8	198
18	Service Innovativeness and Firm Value. <i>Journal of Marketing Research</i> , 2013, 50, 259-276.	4.8	196

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19	An Empirical Analysis of Determinants of Retailer Pricing Strategy. <i>Marketing Science</i> , 2004, 23, 28-49.	4.1	194
20	Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers. <i>Journal of Marketing Research</i> , 1998, 35, 54.	4.8	178
21	How Artificial Intelligence (AI) is Reshaping Retailing. <i>Journal of Retailing</i> , 2018, 94, vi-xi.	6.2	173
22	How Technology is Changing Retail. <i>Journal of Retailing</i> , 2021, 97, 13-27.	6.2	170
23	The Roles of Channel-Category Associations and Geodemographics in Channel Patronage. <i>Journal of Marketing</i> , 2004, 68, 51-71.	11.3	167
24	Price dispersion on the internet: A review and directions for future research. <i>Journal of Interactive Marketing</i> , 2004, 18, 116-135.	6.2	167
25	Price Levels and Price Dispersion Within and Across Multiple Retailer Types: Further Evidence and Extension. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 176-187.	11.2	149
26	The Dynamic Impact of Product-Harm Crises on Brand Preference and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry. <i>Management Science</i> , 2015, 61, 2514-2535.	4.1	129
27	The Effects of New Franchisor Partnering Strategies on Franchise System Size. <i>Management Science</i> , 2006, 52, 773-787.	4.1	112
28	Crisis Management Strategies and the Long-Term Effects of Product Recalls on Firm Value. <i>Journal of Marketing</i> , 2017, 81, 30-48.	11.3	112
29	An empirically derived taxonomy of retailer pricing and promotion strategies. <i>Journal of Retailing</i> , 2003, 79, 213-224.	6.2	106
30	Mobile App Introduction and Online and Offline Purchases and Product Returns. <i>Marketing Science</i> , 2019, 38, 756-772.	4.1	101
31	New Product Introduction and Incumbent Response Strategies: Their Interrelationship and the Role of Multimarket Contact. <i>Journal of Marketing Research</i> , 1999, 36, 327-344.	4.8	98
32	The Advantages of Entry in the Growth Stage of the Product Life Cycle: An Empirical Analysis. <i>Journal of Marketing Research</i> , 1999, 36, 269.	4.8	96
33	Relating price sensitivity to retailer promotional variables and pricing policy: an empirical analysis. <i>Journal of Retailing</i> , 1996, 72, 249-272.	6.2	84
34	The Advantages of Entry in the Growth Stage of the Product Life Cycle: An Empirical Analysis. <i>Journal of Marketing Research</i> , 1999, 36, 269-276.	4.8	82
35	Practice Prize Paper "BRAN*EQT": A Multicategory Brand Equity Model and Its Application at Allstate. <i>Marketing Science</i> , 2008, 27, 567-584.	4.1	82
36	Practice Prize Article "CHAN4CAST: A Multichannel, Multiregion Sales Forecasting Model and Decision Support System for Consumer Packaged Goods. <i>Marketing Science</i> , 2005, 24, 334-350.	4.1	81

#	ARTICLE	IF	CITATIONS
37	Asymmetries in the Effects of Drivers of Brand Loyalty Between Early and Late Adopters and Across Technology Generations. <i>Journal of Interactive Marketing</i> , 2014, 28, 26-42.	6.2	79
38	First-mover advantage in an Internet-enabled market environment: conceptual framework and propositions. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 293-308.	11.2	74
39	On the Efficiency of Internet Markets for Consumer Goods. <i>Journal of Public Policy and Marketing</i> , 2003, 22, 4-16.	3.4	73
40	New Product Introduction and Incumbent Response Strategies: Their Interrelationship and the Role of Multimarket Contact. <i>Journal of Marketing Research</i> , 1999, 36, 327.	4.8	71
41	Pioneers' Marketing Mix Reactions to Entry in Different Competitive Game Structures: Theoretical Analysis and Empirical Illustration. <i>Marketing Science</i> , 1997, 16, 271-293.	4.1	67
42	Price competition between pure play versus bricks-and-clicks e-tailers: Analytical model and empirical analysis. <i>Advances in Applied Microeconomics</i> , 0, , 29-61.	0.3	63
43	The growth of interactions and dialogs in interactive marketing. <i>Journal of Interactive Marketing</i> , 2007, 21, 2-4.	6.2	62
44	Inferring Market Structure from Customer Response to Competing and Complementary Products. <i>Marketing Letters</i> , 2002, 13, 221-232.	2.9	59
45	Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights. <i>Journal of Marketing</i> , 2009, 73, 99-117.	11.3	59
46	Proactive and Reactive Product Line Strategies: Asymmetries Between Market Leaders and Followers. <i>Management Science</i> , 2006, 52, 276-292.	4.1	49
47	Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights. <i>Journal of Marketing</i> , 2009, 73, 99-117.	11.3	49
48	The Relative Effects of Business-to-Business (vs. Business-to-Consumer) Service Innovations on Firm Value and Firm Risk: An Empirical Analysis. <i>Journal of Marketing</i> , 2019, 83, 133-152.	11.3	49
49	THE EVOLUTION OF PRICE DISPERSION IN INTERNET RETAIL MARKETS. <i>Advances in Applied Microeconomics</i> , 0, , 85-105.	0.3	45
50	From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 277-293.	1.7	44
51	Challenges and Future Directions of Computational Advertising Measurement Systems. <i>Journal of Advertising</i> , 2020, 49, 446-458.	6.6	39
52	Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. <i>International Journal of Research in Marketing</i> , 2022, 39, 541-565.	4.2	33
53	Effective Marketing Science Applications: Insights from the ISMS-MSI Practice Prize Finalist Papers and Projects. <i>Marketing Science</i> , 2013, 32, 229-245.	4.1	32
54	Symbian: Customer interaction through collaboration and competition in a convergent industry. <i>Journal of Interactive Marketing</i> , 2003, 17, 56-76.	6.2	31

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55	Efficient replenishment in the distribution channel. <i>Journal of Retailing</i> , 2007, 83, 253-278.	6.2	31
56	Emerging market innovations: unique and differential drivers, practitioner implications, and research agenda. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1030-1052.	11.2	31
57	Interactive marketing goes multichannel. <i>Journal of Interactive Marketing</i> , 2005, 19, 2-3.	6.2	28
58	When customer relationship management meets data mining. <i>Journal of Interactive Marketing</i> , 2006, 20, 2-4.	6.2	28
59	Pricing Strategies for Hybrid Bundles: Analytical Model and Insights. <i>Journal of Retailing</i> , 2016, 92, 133-146.	6.2	25
60	Technology Evolution Prediction Using Lotkaâ€œVolterra Equations. <i>Journal of Mechanical Design, Transactions of the ASME</i> , 2018, 140, .	2.9	25
61	Can Price Dispersion in Online Markets be Explained by Differences in e-Tailer Service Quality?. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	24
62	Innovations in Retailing. <i>Journal of Retailing</i> , 2011, 87, S1-S2.	6.2	23
63	Recent Trends and Emerging Practices in Retailer Pricing. , 2010, , 301-318.		21
64	Omnichannel marketing: Are cross-channel effects symmetric?. <i>International Journal of Research in Marketing</i> , 2021, 38, 290-310.	4.2	21
65	Pricing hybrid bundles by understanding the drivers of willingness to pay. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 497-515.	11.2	20
66	An overview and empirical comparison of natural language processing (NLP) models and an introduction to and empirical application of autoencoder models in marketing. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1324-1350.	11.2	19
67	Modeling the evolution of system technology performance when component and system technology performances interact: Commensalism and amensalism. <i>Technological Forecasting and Social Change</i> , 2017, 125, 116-124.	11.6	18
68	Shopper Marketing 2.0: Opportunities and Challenges. <i>Review of Marketing Research</i> , 2014, , 189-208.	0.2	17
69	Network Effects and Competition: An Empirical Analysis of the Home Video Game Industry. <i>SSRN Electronic Journal</i> , 2002, , .	0.4	16
70	JIM makes great strides during 2003. <i>Journal of Interactive Marketing</i> , 2003, 17, 2-4.	6.2	11
71	Mobile Marketing 2.0: State of the Art and Research Agenda. <i>Review of Marketing Research</i> , 2019, , 97-119.	0.2	11
72	Strategic Allocation of Marketing Resources: Methods and Managerial Insights. <i>SSRN Electronic Journal</i> , 0, , .	0.4	10

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73	System evolution prediction and manipulation using a Lotka-Volterra ecosystem model. Design Studies, 2019, 60, 103-138.	3.1	10
74	Should firms invest more in marketing or R&D to maintain sales leadership? An empirical analysis of sales leader firms. Journal of the Academy of Marketing Science, 2021, 49, 1088-1108.	11.2	10
75	A new vision for the journal. Journal of Interactive Marketing, 2003, 17, 2-4.	6.2	9
76	A Closer Look into the Future of Interactive Marketing. Journal of Interactive Marketing, 2009, 23, 105-107.	6.2	9
77	Leveraging Social Media in the Pharmaceutical Industry. International Series in Quantitative Marketing, 2014, , 477-505.	0.5	9
78	An Across-Store Analysis of Intrinsic and Extrinsic Cross-Category Effects. Customer Needs and Solutions, 2014, 1, 143-153.	0.8	9
79	Emerging retailer pricing trends and practices. , 2018, , .		8
80	Recent Trends and Emerging Practices in Retailer Pricing. , 2006, , 255-269.		7
81	A case against the trickle-down effect in technology ecosystems. PLoS ONE, 2019, 14, e0218370.	2.5	6
82	How Emerging Markets are Reshaping the Innovation Architecture of Global Firms. Review of Marketing Research, 2013, , 191-212.	0.2	5
83	The Internet and International Marketing. , 2009, , 451-467.		5
84	Generating Technology Evolution Prediction Intervals Using a Bootstrap Method. Journal of Mechanical Design, Transactions of the ASME, 2019, 141, .	2.9	4
85	<i>JIM</i> marches on. Journal of Interactive Marketing, 2008, 22, 2-3.	6.2	3
86	A strong year for JIM. Journal of Interactive Marketing, 2004, 18, 2-3.	6.2	2
87	The Impact of Mobile App Failures on Online and Offline Purchases. SSRN Electronic Journal, 0, , .	0.4	2
88	Effective Marketing Science Applications: Insights from ISMS-MSI Practice Prize Finalist Papers and Projects. SSRN Electronic Journal, 0, , .	0.4	2
89	Strategic Marketing Decision Models for the Pharmaceutical Industry. Profiles in Operations Research, 2008, , 469-498.	0.4	1
90	The Effects of B2B Service Innovations on Firm Value and Firm Risk: How Do They Differ from Those of B2C Service Innovations?. SSRN Electronic Journal, 0, , .	0.4	1

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91	From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model. SSRN Electronic Journal, 2017, , .	0.4	1
92	First-Mover Advantage in the Internet-Enabled Market Environment. Progress in IS, 2014, , 157-185.	0.6	1
93	How Valuable are Multichannel Customers? The Moderating Effects of Product Category on the Relationship between Channel Preference and Monetary Value. SSRN Electronic Journal, 0, , .	0.4	0
94	Product Performance Evolution Prediction by Lotka-Volterra Equations. , 2017, , .		0
95	Generating Technology Evolution Prediction Intervals With Bootstrap Method. , 2018, , .		0
96	Service Innovations, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet-Enabled Service Innovations. SSRN Electronic Journal, 0, , .	0.4	0