

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	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
2	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
3	How Technology is Changing Retail. <i>Journal of Retailing</i> , 2021, 97, 13-27.	6.2	170
4	Omnichannel marketing: Are cross-channel effects symmetric?. <i>International Journal of Research in Marketing</i> , 2021, 38, 290-310.	4.2	21
5	Should firms invest more in marketing or R&D to maintain sales leadership? An empirical analysis of sales leader firms. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 1088-1108.	11.2	10
6	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
7	Challenges and Future Directions of Computational Advertising Measurement Systems. <i>Journal of Advertising</i> , 2020, 49, 446-458.	6.6	39
8	Transforming the Customer Experience Through New Technologies. <i>Journal of Interactive Marketing</i> , 2020, 51, 57-71.	6.2	341
9	A case against the trickle-down effect in technology ecosystems. <i>PLoS ONE</i> , 2019, 14, e0218370.	2.5	6
10	Mobile App Introduction and Online and Offline Purchases and Product Returns. <i>Marketing Science</i> , 2019, 38, 756-772.	4.1	101
11	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
12	Mobile Marketing 2.0: State of the Art and Research Agenda. <i>Review of Marketing Research</i> , 2019, , 97-119.	0.2	11
13	Generating Technology Evolution Prediction Intervals Using a Bootstrap Method. <i>Journal of Mechanical Design, Transactions of the ASME</i> , 2019, 141, .	2.9	4
14	System evolution prediction and manipulation using a Lotkaâ€“Volterra ecosystem model. <i>Design Studies</i> , 2019, 60, 103-138.	3.1	10
15	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
16	Generating Technology Evolution Prediction Intervals With Bootstrap Method. , 2018, , .		0
17	How Artificial Intelligence (AI) is Reshaping Retailing. <i>Journal of Retailing</i> , 2018, 94, vi-xi.	6.2	173
18	Technology Evolution Prediction Using Lotkaâ€“Volterra Equations. <i>Journal of Mechanical Design, Transactions of the ASME</i> , 2018, 140, .	2.9	25

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19	From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model. Journal of the Association for Consumer Research, 2018, 3, 277-293.	1.7	44
20	Emerging retailer pricing trends and practices. , 2018, , .		8
21	Modeling the evolution of system technology performance when component and system technology performances interact: Commensalism and amensalism. Technological Forecasting and Social Change, 2017, 125, 116-124.	11.6	18
22	Crisis Management Strategies and the Long-Term Effects of Product Recalls on Firm Value. Journal of Marketing, 2017, 81, 30-48.	11.3	112
23	Product Performance Evolution Prediction by Lotka-Volterra Equations. , 2017, , .		0
24	From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model. SSRN Electronic Journal, 2017, , .	0.4	1
25	Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Avenues. Journal of Interactive Marketing, 2016, 34, 37-48.	6.2	244
26	Pricing Strategies for Hybrid Bundles: Analytical Model and Insights. Journal of Retailing, 2016, 92, 133-146.	6.2	25
27	The Dynamic Impact of Product-Harm Crises on Brand Preference and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry. Management Science, 2015, 61, 2514-2535.	4.1	129
28	Shopper Marketing 2.0: Opportunities and Challenges. Review of Marketing Research, 2014, , 189-208.	0.2	17
29	Leveraging Social Media in the Pharmaceutical Industry. International Series in Quantitative Marketing, 2014, , 477-505.	0.5	9
30	Asymmetries in the Effects of Drivers of Brand Loyalty Between Early and Late Adopters and Across Technology Generations. Journal of Interactive Marketing, 2014, 28, 26-42.	6.2	79
31	An Across-Store Analysis of Intrinsic and Extrinsic Cross-Category Effects. Customer Needs and Solutions, 2014, 1, 143-153.	0.8	9
32	First-Mover Advantage in the Internet-Enabled Market Environment. Progress in IS, 2014, , 157-185.	0.6	1
33	Effective Marketing Science Applications: Insights from the ISMS-MSI Practice Prize Finalist Papers and Projects. Marketing Science, 2013, 32, 229-245.	4.1	32
34	How Emerging Markets are Reshaping the Innovation Architecture of Global Firms. Review of Marketing Research, 2013, , 191-212.	0.2	5
35	Service Innovativeness and Firm Value. Journal of Marketing Research, 2013, 50, 259-276.	4.8	196
36	Are Multichannel Customers Really more Valuable? The Moderating Role of Product Category Characteristics. Journal of Marketing, 2013, 77, 67-85.	11.3	281

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37	Innovations in Retailing. Journal of Retailing, 2011, 87, S1-S2.	6.2	23
38	Innovations in Shopper Marketing: Current Insights and Future Research Issues. Journal of Retailing, 2011, 87, S29-S42.	6.2	272
39	Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues. Journal of Interactive Marketing, 2010, 24, 111-120.	6.2	422
40	Recent Trends and Emerging Practices in Retailer Pricing. , 2010, , 301-318.		21
41	Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights. Journal of Marketing, 2009, 73, 99-117.	11.3	59
42	Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research. Journal of Retailing, 2009, 85, 42-55.	6.2	233
43	Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions. Journal of Interactive Marketing, 2009, 23, 70-81.	6.2	485
44	Mobile Marketing: A Synthesis and Prognosis. Journal of Interactive Marketing, 2009, 23, 118-129.	6.2	343
45	A Closer Look into the Future of Interactive Marketing. Journal of Interactive Marketing, 2009, 23, 105-107.	6.2	9
46	Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights. Journal of Marketing, 2009, 73, 99-117.	11.3	49
47	The Internet and International Marketing. , 2009, , 451-467.		5
48	First-mover advantage in an Internet-enabled market environment: conceptual framework and propositions. Journal of the Academy of Marketing Science, 2008, 36, 293-308.	11.2	74
49	<i>JIM</i> marches on. Journal of Interactive Marketing, 2008, 22, 2-3.	6.2	3
50	Strategic Marketing Decision Models for the Pharmaceutical Industry. Profiles in Operations Research, 2008, , 469-498.	0.4	1
51	Practice Prize Paperâ€™<i>BRAN*EQT</i>: A Multicategory Brand Equity Model and Its Application at Allstate. Marketing Science, 2008, 27, 567-584.	4.1	82
52	Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships?. Management Science, 2007, 53, 357-374.	4.1	206
53	New Product Preannouncements and Shareholder Value: Don't Make Promises you Can't Keep. Journal of Marketing Research, 2007, 44, 468-489.	4.8	198
54	The growth of interactions and dialogs in interactive marketing. Journal of Interactive Marketing, 2007, 21, 2-4.	6.2	62

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55	Efficient replenishment in the distribution channel. <i>Journal of Retailing</i> , 2007, 83, 253-278.	6.2	31
56	Challenges and Opportunities in Multichannel Customer Management. <i>Journal of Service Research</i> , 2006, 9, 95-112.	12.2	812
57	When customer relationship management meets data mining. <i>Journal of Interactive Marketing</i> , 2006, 20, 2-4.	6.2	28
58	The Effects of New Franchisor Partnering Strategies on Franchise System Size. <i>Management Science</i> , 2006, 52, 773-787.	4.1	112
59	Proactive and Reactive Product Line Strategies: Asymmetries Between Market Leaders and Followers. <i>Management Science</i> , 2006, 52, 276-292.	4.1	49
60	Recent Trends and Emerging Practices in Retailer Pricing. , 2006, , 255-269.		7
61	Interactive marketing goes multichannel. <i>Journal of Interactive Marketing</i> , 2005, 19, 2-3.	6.2	28
62	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
63	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
64	The Roles of Channel-Category Associations and Geodemographics in Channel Patronage. <i>Journal of Marketing</i> , 2004, 68, 51-71.	11.3	167
65	An Empirical Analysis of Determinants of Retailer Pricing Strategy. <i>Marketing Science</i> , 2004, 23, 28-49.	4.1	194
66	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
67	A strong year for JIM. <i>Journal of Interactive Marketing</i> , 2004, 18, 2-3.	6.2	2
68	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
69	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
70	An empirically derived taxonomy of retailer pricing and promotion strategies. <i>Journal of Retailing</i> , 2003, 79, 213-224.	6.2	106
71	Symbian: Customer interaction through collaboration and competition in a convergent industry. <i>Journal of Interactive Marketing</i> , 2003, 17, 56-76.	6.2	31
72	A new vision for the journal. <i>Journal of Interactive Marketing</i> , 2003, 17, 2-4.	6.2	9

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73	JIM makes great strides during 2003. <i>Journal of Interactive Marketing</i> , 2003, 17, 2-4.	6.2	11
74	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
75	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
76	On the Efficiency of Internet Markets for Consumer Goods. <i>Journal of Public Policy and Marketing</i> , 2003, 22, 4-16.	3.4	73
77	Can Price Dispersion in Online Markets be Explained by Differences in e-Tailer Service Quality?. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	24
78	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
79	Network Effects and Competition: An Empirical Analysis of the Home Video Game Industry. <i>SSRN Electronic Journal</i> , 2002, , .	0.4	16
80	Inferring Market Structure from Customer Response to Competing and Complementary Products. <i>Marketing Letters</i> , 2002, 13, 221-232.	2.9	59
81	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
82	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
83	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
84	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
85	Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers. <i>Journal of Marketing Research</i> , 1998, 35, 54.	4.8	178
86	Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers. <i>Journal of Marketing Research</i> , 1998, 35, 54-70.	4.8	242
87	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
88	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
89	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
90	THE EVOLUTION OF PRICE DISPERSION IN INTERNET RETAIL MARKETS. <i>Advances in Applied Microeconomics</i> , 0, , 85-105.	0.3	45

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91	Strategic Allocation of Marketing Resources: Methods and Managerial Insights. SSRN Electronic Journal, 0, , .	0.4	10
92	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
93	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
94	The Impact of Mobile App Failures on Online and Offline Purchases. SSRN Electronic Journal, 0, , .	0.4	2
95	Service Innovations, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet-Enabled Service Innovations. SSRN Electronic Journal, 0, , .	0.4	0
96	Effective Marketing Science Applications: Insights from ISMS-MSI Practice Prize Finalist Papers and Projects. SSRN Electronic Journal, 0, , .	0.4	2