Peter Fader

List of Publications by Year
in descending order

52 papers	5,930 citations	101543 36 h-index	182427 51 g-index
52 all docs	52 docs citations	52 times ranked	3018 citing authors

#	ARTICLE	IF	CITATIONS
1	Modeling Loss Aversion and Reference Dependence Effects on Brand Choice. Marketing Science, 1993, 12, 378-394.	4.1	719
2	Dynamic Conversion Behavior at E-Commerce Sites. Management Science, 2004, 50, 326-335.	4.1	421
3	On the Depth and Dynamics of Online Search Behavior. Management Science, 2004, 50, 299-308.	4.1	420
4	RFM and CLV: Using Iso-Value Curves for Customer Base Analysis. Journal of Marketing Research, 2005, 42, 415-430.	4.8	404
5	â€œCounting Your Customersâ€•the Easy Way: An Alternative to the Pareto/NBD Model. Marketing Science, 2005, 24, 275-284.	4.1	330
6	An exploratory look at supermarket shopping paths. International Journal of Research in Marketing, 2005, 22, 395-414.	4.2	310
7	Testing Behavioral Hypotheses Using an Integrated Model of Grocery Store Shopping Path and Purchase Behavior. Journal of Consumer Research, 2009, 36, 478-493.	5.1	222
8	Uncovering Patterns in Cybershopping. California Management Review, 2001, 43, 106-117.	6.3	196
9	Modeling Browsing Behavior at Multiple Websites. Marketing Science, 2004, 23, 280-303.	4.1	189
10	Path Data in Marketing: An Integrative Framework and Prospectus for Model Building. Marketing Science, 2009, 28, 320-335.	4.1	165
11	Modeling Consumer Choice among SKUs. Journal of Marketing Research, 1996, 33, 442.	4.8	161
12	Customer Acquisition via Display Advertising Using Multi-Armed Bandit Experiments. Marketing Science, 2017, 36, 500-522.	4.1	152
13	Probability Models for Customer-Base Analysis. Journal of Interactive Marketing, 2009, 23, 61-69.	6.2	149
14	Fast-Track: Article Using Advance Purchase Orders to Forecast New Product Sales. Marketing Science, 2002, 21, 347-364.	4.1	142
15	Choice Models and Customer Relationship Management. Marketing Letters, 2005, 16, 279-291.	2.9	122
16	Customer-Base Analysis in a Discrete-Time Noncontractual Setting. Marketing Science, 2010, 29, 1086-1108.	4.1	117
17	Power and Goal Setting in Channel Negotiations. Journal of Marketing Research, 1986, 23, 228.	4.8	112
18	Research Noteâ€"The Traveling Salesman Goes Shopping: The Systematic Deviations of Grocery Paths from TSP Optimality. Marketing Science, 2009, 28, 566-572.	4.1	109

#	Article	IF	Citations
19	Accounting for Heterogeneity and Nonstationarity in a Cross-Sectional Model of Consumer Purchase Behavior. Marketing Science, 1993, 12, 304-317.	4.1	83
20	Portfolio Dynamics for Customers of a Multiservice Provider. Management Science, 2011, 57, 471-486.	4.1	81
21	Modeling Hedonic Portfolio Products: A Joint Segmentation Analysis of Music Compact Disc Sales. Journal of Marketing Research, 2001, 38, 376-385.	4.8	80
22	A Dynamic Changepoint Model for New Product Sales Forecasting. Marketing Science, 2004, 23, 50-65.	4.1	79
23	Customer-Base Valuation in a Contractual Setting: The Perils of Ignoring Heterogeneity. Marketing Science, 2010, 29, 85-93.	4.1	76
24	Introduction to the Special Issue on the Emergence and Impact of User-Generated Content. Marketing Science, 2012, 31, 369-371.	4.1	73
25	A Bivariate Timing Model of Customer Acquisition and Retention. Marketing Science, 2008, 27, 829-843.	4.1	69
26	A Cross-Category Analysis of Category Structure and Promotional Activity for Grocery Products. Journal of Marketing, 1990, 54, 52.	11.3	66
27	Estimating Nonlinear Parameters in the Multinomial Logit Model. Marketing Science, 1992, 11, 372-385.	4.1	65
28	A Bayesian Lifetime Model for the â€œHot 100â€ Billboard Songs. Journal of the American Statistical Association, 2001, 96, 368-381.	3.1	63
29	Valuing Subscription-Based Businesses Using Publicly Disclosed Customer Data. Journal of Marketing, 2017, 81, 17-35.	11.3	63
30	New Perspectives on Customer â€œDeathâ€ Using a Generalization of the Pareto/NBD Model. Marketing Science, 2011, 30, 866-880.	4.1	58
31	Count Models Based on Weibull Interarrival Times. Journal of Business and Economic Statistics, 2008, 26, 369-378.	2.9	57
32	An Elimination by Aspects Model of Consumer Response to Promotion Calibrated on UPC Scanner Data. Journal of Marketing Research, 1990, 27, 322.	4.8	52
33	Stockpiling Points in Linear Loyalty Programs. Journal of Marketing Research, 2015, 52, 253-267.	4.8	49
34	Model Selection Using Database Characteristics: Developing a Classification Tree for Longitudinal Incidence Data. Marketing Science, 2014, 33, 188-205.	4.1	48
35	Multiattribute Loss Aversion and Reference Dependence: Evidence from the Performing Arts Industry. Management Science, 2018, 64, 421-436.	4.1	48
36	Forecasting new product trial in a controlled test market environment. Journal of Forecasting, 2003, 22, 391-410.	2.8	43

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37	Fusing Aggregate and Disaggregate Data with an Application to Multiplatform Media Consumption. Journal of Marketing Research, 2013, 50, 348-364.	4.8	42
38	From Business Intelligence to Competitive Intelligence: Inferring Competitive Measures Using Augmented Site-Centric Data. Information Systems Research, 2012, 23, 698-720.	3.7	41
39	Implicit Coalitions in a Generalized Prisoner's Dilemma. Journal of Conflict Resolution, 1988, 32, 553-582.	2.0	33
40	Bayesian Inference for the Negative Binomial Distribution via Polynomial Expansions. Journal of Computational and Graphical Statistics, 2002, 11, 189-201.	1.7	29
41	Modeling the â€œPseudodeductibleâ€•in Insurance Claims Decisions. Management Science, 2006, 52, 1258-1272.	4.1	28
42	Estimating CLV using aggregated data: The Tuscan Lifestyles case revisited. Journal of Interactive Marketing, 2007, 21, 55-71.	6.2	25
43	Aggregation Bias in Sponsored Search Data: The Curse and the Cure. Marketing Science, 2015, 34, 59-77.	4.1	25
44	The Role of Price Tiers in Advance Purchasing of Event Tickets. Journal of Service Research, 2009, 12, 73-86.	12.2	21
45	Dynamic changepoints revisited: An evolving process model of new product sales. International Journal of Research in Marketing, 2009, 26, 119-124.	4.2	18
46	A Cross-Cohort Changepoint Model for Customer-Base Analysis. Marketing Science, 2017, 36, 195-213.	4.1	16
47	Objective vs. Online Ratings: Are Low Correlations Unexpected and Does It Matter? A Commentary on de Langhe, Fernbach, and Lichtenstein. Journal of Consumer Research, 2016, 42, 846-849.	5.1	14
48	A note on an integrated model of customer buying behavior. European Journal of Operational Research, 2002, 139, 682-687.	5.7	13
49	Pricing Theater Seats: The Value of Price Commitment and Monotone Discounting. Production and Operations Management, 2017, 26, 1056-1075.	3.8	13
50	Customer-base analysis using repeated cross-sectional summary (RCSS) data. European Journal of Operational Research, 2016, 249, 340-350.	5.7	10
51	â€œHow to Project Customer Retentionâ€•Revisited: The Role of Duration Dependence. Journal of Interactive Marketing, 2018, 43, 1-16.	6.2	8
52	Model Selection Using Database Characteristics: Classification Methods and an Application to the 'HMM and Its Children'. SSRN Electronic Journal, 0, , .	0.4	1