

Peter Fader

List of Publications by Year in descending order

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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	“How to Project Customer Retention” Revisited: The Role of Duration Dependence. <i>Journal of Interactive Marketing</i> , 2018, 43, 1-16.	6.2	8
2	Multiattribute Loss Aversion and Reference Dependence: Evidence from the Performing Arts Industry. <i>Management Science</i> , 2018, 64, 421-436.	4.1	48
3	A Cross-Cohort Changepoint Model for Customer-Base Analysis. <i>Marketing Science</i> , 2017, 36, 195-213.	4.1	16
4	Valuing Subscription-Based Businesses Using Publicly Disclosed Customer Data. <i>Journal of Marketing</i> , 2017, 81, 17-35.	11.3	63
5	Customer Acquisition via Display Advertising Using Multi-Armed Bandit Experiments. <i>Marketing Science</i> , 2017, 36, 500-522.	4.1	152
6	Pricing Theater Seats: The Value of Price Commitment and Monotone Discounting. <i>Production and Operations Management</i> , 2017, 26, 1056-1075.	3.8	13
7	Objective vs. Online Ratings: Are Low Correlations Unexpected and Does It Matter? A Commentary on de Langhe, Fernbach, and Lichtenstein. <i>Journal of Consumer Research</i> , 2016, 42, 846-849.	5.1	14
8	Customer-base analysis using repeated cross-sectional summary (RCSS) data. <i>European Journal of Operational Research</i> , 2016, 249, 340-350.	5.7	10
9	Stockpiling Points in Linear Loyalty Programs. <i>Journal of Marketing Research</i> , 2015, 52, 253-267.	4.8	49
10	Aggregation Bias in Sponsored Search Data: The Curse and the Cure. <i>Marketing Science</i> , 2015, 34, 59-77.	4.1	25
11	Model Selection Using Database Characteristics: Developing a Classification Tree for Longitudinal Incidence Data. <i>Marketing Science</i> , 2014, 33, 188-205.	4.1	48
12	Fusing Aggregate and Disaggregate Data with an Application to Multiplatform Media Consumption. <i>Journal of Marketing Research</i> , 2013, 50, 348-364.	4.8	42
13	From Business Intelligence to Competitive Intelligence: Inferring Competitive Measures Using Augmented Site-Centric Data. <i>Information Systems Research</i> , 2012, 23, 698-720.	3.7	41
14	Introduction to the Special Issue on the Emergence and Impact of User-Generated Content. <i>Marketing Science</i> , 2012, 31, 369-371.	4.1	73
15	Portfolio Dynamics for Customers of a Multiservice Provider. <i>Management Science</i> , 2011, 57, 471-486.	4.1	81
16	New Perspectives on Customer “Death” Using a Generalization of the Pareto/NBD Model. <i>Marketing Science</i> , 2011, 30, 866-880.	4.1	58
17	Customer-Base Analysis in a Discrete-Time Noncontractual Setting. <i>Marketing Science</i> , 2010, 29, 1086-1108.	4.1	117
18	Customer-Base Valuation in a Contractual Setting: The Perils of Ignoring Heterogeneity. <i>Marketing Science</i> , 2010, 29, 85-93.	4.1	76

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19	Path Data in Marketing: An Integrative Framework and Prospectus for Model Building. <i>Marketing Science</i> , 2009, 28, 320-335.	4.1	165
20	The Role of Price Tiers in Advance Purchasing of Event Tickets. <i>Journal of Service Research</i> , 2009, 12, 73-86.	12.2	21
21	Probability Models for Customer-Base Analysis. <i>Journal of Interactive Marketing</i> , 2009, 23, 61-69.	6.2	149
22	Testing Behavioral Hypotheses Using an Integrated Model of Grocery Store Shopping Path and Purchase Behavior. <i>Journal of Consumer Research</i> , 2009, 36, 478-493.	5.1	222
23	Dynamic changepoints revisited: An evolving process model of new product sales. <i>International Journal of Research in Marketing</i> , 2009, 26, 119-124.	4.2	18
24	Research Note "The Traveling Salesman Goes Shopping: The Systematic Deviations of Grocery Paths from TSP Optimality. <i>Marketing Science</i> , 2009, 28, 566-572.	4.1	109
25	A Bivariate Timing Model of Customer Acquisition and Retention. <i>Marketing Science</i> , 2008, 27, 829-843.	4.1	69
26	Count Models Based on Weibull Interarrival Times. <i>Journal of Business and Economic Statistics</i> , 2008, 26, 369-378.	2.9	57
27	Estimating CLV using aggregated data: The Tuscan Lifestyles case revisited. <i>Journal of Interactive Marketing</i> , 2007, 21, 55-71.	6.2	25
28	Modeling the "Pseudodeductible" in Insurance Claims Decisions. <i>Management Science</i> , 2006, 52, 1258-1272.	4.1	28
29	Choice Models and Customer Relationship Management. <i>Marketing Letters</i> , 2005, 16, 279-291.	2.9	122
30	"Counting Your Customers" the Easy Way: An Alternative to the Pareto/NBD Model. <i>Marketing Science</i> , 2005, 24, 275-284.	4.1	330
31	RFM and CLV: Using Iso-Value Curves for Customer Base Analysis. <i>Journal of Marketing Research</i> , 2005, 42, 415-430.	4.8	404
32	An exploratory look at supermarket shopping paths. <i>International Journal of Research in Marketing</i> , 2005, 22, 395-414.	4.2	310
33	On the Depth and Dynamics of Online Search Behavior. <i>Management Science</i> , 2004, 50, 299-308.	4.1	420
34	Modeling Browsing Behavior at Multiple Websites. <i>Marketing Science</i> , 2004, 23, 280-303.	4.1	189
35	Dynamic Conversion Behavior at E-Commerce Sites. <i>Management Science</i> , 2004, 50, 326-335.	4.1	421
36	A Dynamic Changepoint Model for New Product Sales Forecasting. <i>Marketing Science</i> , 2004, 23, 50-65.	4.1	79

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37	Forecasting new product trial in a controlled test market environment. <i>Journal of Forecasting</i> , 2003, 22, 391-410.	2.8	43
38	Fast-Track: Article Using Advance Purchase Orders to Forecast New Product Sales. <i>Marketing Science</i> , 2002, 21, 347-364.	4.1	142
39	A note on an integrated model of customer buying behavior. <i>European Journal of Operational Research</i> , 2002, 139, 682-687.	5.7	13
40	Bayesian Inference for the Negative Binomial Distribution via Polynomial Expansions. <i>Journal of Computational and Graphical Statistics</i> , 2002, 11, 189-201.	1.7	29
41	A Bayesian Lifetime Model for the "Hot 100" Billboard Songs. <i>Journal of the American Statistical Association</i> , 2001, 96, 368-381.	3.1	63
42	Uncovering Patterns in Cybershopping. <i>California Management Review</i> , 2001, 43, 106-117.	6.3	196
43	Modeling Hedonic Portfolio Products: A Joint Segmentation Analysis of Music Compact Disc Sales. <i>Journal of Marketing Research</i> , 2001, 38, 376-385.	4.8	80
44	Modeling Consumer Choice among SKUs. <i>Journal of Marketing Research</i> , 1996, 33, 442.	4.8	161
45	Modeling Loss Aversion and Reference Dependence Effects on Brand Choice. <i>Marketing Science</i> , 1993, 12, 378-394.	4.1	719
46	Accounting for Heterogeneity and Nonstationarity in a Cross-Sectional Model of Consumer Purchase Behavior. <i>Marketing Science</i> , 1993, 12, 304-317.	4.1	83
47	Estimating Nonlinear Parameters in the Multinomial Logit Model. <i>Marketing Science</i> , 1992, 11, 372-385.	4.1	65
48	An Elimination by Aspects Model of Consumer Response to Promotion Calibrated on UPC Scanner Data. <i>Journal of Marketing Research</i> , 1990, 27, 322.	4.8	52
49	A Cross-Category Analysis of Category Structure and Promotional Activity for Grocery Products. <i>Journal of Marketing</i> , 1990, 54, 52.	11.3	66
50	Implicit Coalitions in a Generalized Prisoner's Dilemma. <i>Journal of Conflict Resolution</i> , 1988, 32, 553-582.	2.0	33
51	Power and Goal Setting in Channel Negotiations. <i>Journal of Marketing Research</i> , 1986, 23, 228.	4.8	112
52	Model Selection Using Database Characteristics: Classification Methods and an Application to the 'HMM and Its Children'. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1