

Rabikar Chatterjee

List of Publications by Year in descending order

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Version: 2024-02-01

19
papers

896
citations

516710

16
h-index

839539

18
g-index

19
all docs

19
docs citations

19
times ranked

746
citing authors

#	ARTICLE	IF	CITATIONS
1	A Three-Stage Model of Integrated Marketing Communications at the Marketing-Sales Interface. <i>Journal of Marketing Research</i> , 2006, 43, 564-579.	4.8	129
2	Reservation Price as a Range: An Incentive-Compatible Measurement Approach. <i>Journal of Marketing Research</i> , 2007, 44, 200-213.	4.8	118
3	Optimal Monopolist Pricing Under Demand Uncertainty in Dynamic Markets. <i>Management Science</i> , 1995, 41, 144-162.	4.1	85
4	The Name-Your-Own-Price Channel in the Travel Industry: An Analytical Exploration. <i>Management Science</i> , 2009, 55, 968-979.	4.1	75
5	Bundling, unbundling, and pricing of multiform products: The case of magazine content. <i>Journal of Interactive Marketing</i> , 2006, 20, 21-40.	6.2	73
6	Analytical Models of Competition with Implications for Marketing: Issues, Findings, and Outlook. <i>Journal of Marketing Research</i> , 1985, 22, 237.	4.8	70
7	Cobranding arrangements and partner selection: a conceptual framework and managerial guidelines. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 103-118.	11.2	63
8	R&D, Marketing Innovation, and New Product Performance: A Mixed Methods Study. <i>Journal of Product Innovation Management</i> , 2017, 34, 360-383.	9.5	61
9	A Communications Response Model for a Mature Industrial Product: Application and Implications. <i>Journal of Marketing Research</i> , 1992, 29, 189-200.	4.8	36
10	Joint Segmentation on Distinct Interdependent Bases with Categorical Data. <i>Journal of Marketing Research</i> , 1996, 33, 337.	4.8	32
11	New product introduction under demand uncertainty in competitive industries. <i>Managerial and Decision Economics</i> , 1990, 11, 1-12.	2.5	29
12	Analyzing Constant-Sum Multiple Criterion Data: A Segment-Level Approach. <i>Journal of Marketing Research</i> , 1995, 32, 222.	4.8	25
13	Investments in Exploitation and Exploration Capabilities: Balance Versus Focus. <i>Journal of Marketing Theory and Practice</i> , 2014, 22, 7-24.	4.3	25
14	Timely access to health care: Customer-focused resource allocation in a hospital network. <i>International Journal of Research in Marketing</i> , 2008, 25, 294-300.	4.2	22
15	A typology of brand alliances and consumer awareness of brand alliance integration. <i>Marketing Letters</i> , 2018, 29, 275-289.	2.9	22
16	Using Conditional Restricted Boltzmann Machines to Model Complex Consumer Shopping Patterns. <i>Marketing Science</i> , 2019, 38, 711-727.	4.1	22
17	Segmentation of Spatially Dependent Geographical Units: Model and Application. <i>Management Science</i> , 2018, 64, 1941-1956.	4.1	8
18	Multicategory choice modeling with sparse and high dimensional data: A Bayesian deep learning approach. <i>Decision Support Systems</i> , 2022, 157, 113766.	5.9	1

#	ARTICLE	IF	CITATIONS
19	Reservation Prices for Product Portfolios Under Uncertainty: the ICEPORT Approach. Customer Needs and Solutions, 2021, 8, 51-65.	0.8	0