Harikesh S Nair

List of Publications by Year
in descending order

28 papers	2,007 citations	687363 13 h-index	752698 20 g-index
28 all docs	28 docs citations	28 times ranked	1339 citing authors

#	Article	IF	Citations
1	Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. Management Science, 2018, 64, 5105-5131.	4.1	480
2	Intertemporal price discrimination with forward-looking consumers: Application to the US market for console video-games. Quantitative Marketing and Economics, 2007, 5, 239-292.	1.5	290
3	Asymmetric Social Interactions in Physician Prescription Behavior: The Role of Opinion Leaders. Journal of Marketing Research, 2010, 47, 883-895.	4.8	269
4	Modeling social interactions: Identification, empirical methods and policy implications. Marketing Letters, 2008, 19, 287-304.	2.9	193
5	Social Ties and User-Generated Content: Evidence from an Online Social Network. Management Science, 2013, 59, 1425-1443.	4.1	166
6	A structural model of sales-force compensation dynamics: Estimation and field implementation. Quantitative Marketing and Economics, 2011, 9, 211-257.	1.5	146
7	Structural Workshop Paperâ€”Discrete-Choice Models of Consumer Demand in Marketing. Marketing Science, 2011, 30, 977-996.	4.1	89
8	Retail Competition and the Dynamics of Demand for Tied Goods. Marketing Science, 2010, 29, 366-386.	4.1	70
9	Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation. Marketing Science, 2017, 36, 699-725.	4.1	46
10	Television ad-skipping, consumption complementarities and the consumer demand for advertising. Quantitative Marketing and Economics, 2018, 16, 111-174.	1.5	43
11	Identifying Causal Marketing Mix Effects Using a Regression Discontinuity Design. Marketing Science, 2011, 30, 1079-1097.	4.1	42
12	Does Advertising Serve as a Signal? Evidence from a Field Experiment in Mobile Search. Review of Economic Studies, 2020, 87, 1529-1564.	5.4	39
13	Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising in Mobile Search. Marketing Science, 2020, 39, 5-32.	4.1	29
14	Asymmetric Social Interactions in Physician Prescription Behavior: The Role of Opinion Leaders. SSRN Electronic Journal, 2008, , .	0.4	19
15	Homogeneous Contracts for Heterogeneous Agents: Aligning Sales Force Composition and Compensation. Journal of Marketing Research, 2016, 53, 161-182.	4.8	18
16	Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. SSRN Electronic Journal, 0, , .	0.4	15
17	Measuring marketingâ€mix effects in the 32/64 bit videoâ€game console market. Journal of Applied Econometrics, 2009, 24, 421-445.	2.3	11
18	Social Ties and User Generated Content: Evidence from an Online Social Network. SSRN Electronic Journal, 0, , .	0.4	11

#	Article	IF	Citations
19	Does Advertising Serve as a Signal? Evidence from Field Experiments in Mobile Search. SSRN Electronic Journal, 0, , .	0.4	9
20	A Structural Model of Sales-Force Compensation Dynamics: Estimation and Field Implementation. SSRN Electronic Journal, 2009, , .	0.4	8
21	Diffusion and pricing over the product life cycle. Handbook of Economics Marketing, 2019, 1, 359-439.	0.1	4
22	Price promotions and â€œfreemiumâ€•app monetization. Quantitative Marketing and Economics, 2022, 20, 101-139.	1.5	4
23	Marketing Models of Consumer Demand. SSRN Electronic Journal, 2010, , .	0.4	3
24	Homogenous Contracts for Heterogeneous Agents: Aligning Salesforce Composition and Compensation. SSRN Electronic Journal, 0, , .	0.4	2
25	Price Promotions in 'Freemium' Settings. SSRN Electronic Journal, 0, , .	0.4	1
26	A structural model of salesforce compensation dynamics: Response to Profs. Rust and Staelin. Quantitative Marketing and Economics, 2011, 9, 267-273.	1.5	0
27	Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation. SSRN Electronic Journal, 0, , .	0.4	0
28	Diffusion and Pricing Over the Product Life Cycle. SSRN Electronic Journal, 2019, , .	0.4	0