

# Harikesh S Nair

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7993626/publications.pdf>

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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	Price promotions and "freemium" app monetization. Quantitative Marketing and Economics, 2022, 20, 101-139.	1.5	4
2	Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising in Mobile Search. Marketing Science, 2020, 39, 5-32.	4.1	29
3	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
4	Diffusion and Pricing Over the Product Life Cycle. SSRN Electronic Journal, 2019, , .	0.4	0
5	Diffusion and pricing over the product life cycle. Handbook of Economics Marketing, 2019, 1, 359-439.	0.1	4
6	Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. Management Science, 2018, 64, 5105-5131.	4.1	480
7	Television ad-skipping, consumption complementarities and the consumer demand for advertising. Quantitative Marketing and Economics, 2018, 16, 111-174.	1.5	43
8	Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation. Marketing Science, 2017, 36, 699-725.	4.1	46
9	Homogeneous Contracts for Heterogeneous Agents: Aligning Sales Force Composition and Compensation. Journal of Marketing Research, 2016, 53, 161-182.	4.8	18
10	Social Ties and User-Generated Content: Evidence from an Online Social Network. Management Science, 2013, 59, 1425-1443.	4.1	166
11	A structural model of sales-force compensation dynamics: Estimation and field implementation. Quantitative Marketing and Economics, 2011, 9, 211-257.	1.5	146
12	A structural model of salesforce compensation dynamics: Response to Profs. Rust and Staelin. Quantitative Marketing and Economics, 2011, 9, 267-273.	1.5	0
13	Identifying Causal Marketing Mix Effects Using a Regression Discontinuity Design. Marketing Science, 2011, 30, 1079-1097.	4.1	42
14	Structural Workshop Paper "Discrete-Choice Models of Consumer Demand in Marketing. Marketing Science, 2011, 30, 977-996.	4.1	89
15	Retail Competition and the Dynamics of Demand for Tied Goods. Marketing Science, 2010, 29, 366-386.	4.1	70
16	Marketing Models of Consumer Demand. SSRN Electronic Journal, 2010, , .	0.4	3
17	Asymmetric Social Interactions in Physician Prescription Behavior: The Role of Opinion Leaders. Journal of Marketing Research, 2010, 47, 883-895.	4.8	269
18	A Structural Model of Sales-Force Compensation Dynamics: Estimation and Field Implementation. SSRN Electronic Journal, 2009, , .	0.4	8

#	ARTICLE	IF	CITATIONS
19	Measuring marketing mix effects in the 32/64 bit video game console market. Journal of Applied Econometrics, 2009, 24, 421-445.	2.3	11
20	Modeling social interactions: Identification, empirical methods and policy implications. Marketing Letters, 2008, 19, 287-304.	2.9	193
21	Asymmetric Social Interactions in Physician Prescription Behavior: The Role of Opinion Leaders. SSRN Electronic Journal, 2008, , .	0.4	19
22	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
23	Social Ties and User Generated Content: Evidence from an Online Social Network. SSRN Electronic Journal, 0, , .	0.4	11
24	Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation. SSRN Electronic Journal, 0, , .	0.4	0
25	Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. SSRN Electronic Journal, 0, , .	0.4	15
26	Homogenous Contracts for Heterogeneous Agents: Aligning Salesforce Composition and Compensation. SSRN Electronic Journal, 0, , .	0.4	2
27	Does Advertising Serve as a Signal? Evidence from Field Experiments in Mobile Search. SSRN Electronic Journal, 0, , .	0.4	9
28	Price Promotions in 'Freemium' Settings. SSRN Electronic Journal, 0, , .	0.4	1