

Fred M Feinberg

List of Publications by Year in descending order

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52
papers

2,506
citations

257450

24
h-index

233421

45
g-index

54
all docs

54
docs citations

54
times ranked

1802
citing authors

#	ARTICLE	IF	CITATIONS
1	A Functional Magnetic Resonance Imaging Study of Neural Dissociations between Brand and Person Judgments. <i>Journal of Consumer Research</i> , 2006, 33, 31-40.	5.1	241
2	Linking Marketing and Engineering Product Design Decisions via Analytical Target Cascading*. <i>Journal of Product Innovation Management</i> , 2005, 22, 42-62.	9.5	225
3	Do we care what others Get? A Behaviorist Approach to Targeted Promotions. <i>Journal of Marketing Research</i> , 2002, 39, 277-291.	4.8	213
4	Decision-Making Processes in Social Contexts. <i>Annual Review of Sociology</i> , 2017, 43, 207-227.	6.1	162
5	Leveraging Missing Ratings to Improve Online Recommendation Systems. <i>Journal of Marketing Research</i> , 2006, 43, 355-365.	4.8	136
6	The Shape of Advertising Response Functions Revisited: A Model of Dynamic Probabilistic Thresholds. <i>Marketing Science</i> , 2004, 23, 109-119.	4.1	108
7	Beyond conjoint analysis: Advances in preference measurement. <i>Marketing Letters</i> , 2008, 19, 337-354.	2.9	102
8	Category Norms as a Function of Culture and Age: Comparisons of Item Responses to 105 Categories by American and Chinese Adults.. <i>Psychology and Aging</i> , 2004, 19, 379-393.	1.6	98
9	Enhancing marketing with engineering: Optimal product line design for heterogeneous markets. <i>International Journal of Research in Marketing</i> , 2011, 28, 1-12.	4.2	91
10	Extracting multistage screening rules from online dating activity data. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2016, 113, 10530-10535.	7.1	86
11	Market Share Response When Consumers Seek Variety. <i>Journal of Marketing Research</i> , 1992, 29, 227-237.	4.8	82
12	Alleviating the Constant Stochastic Variance Assumption in Decision Research: Theory, Measurement, and Experimental Test. <i>Marketing Science</i> , 2010, 29, 1-17.	4.1	71
13	Pulsing Policies for Aggregate Advertising Models. <i>Marketing Science</i> , 1992, 11, 221-234.	4.1	66
14	Categorical Organization in Free Recall across Culture and Age. <i>Gerontology</i> , 2006, 52, 314-323.	2.8	66
15	A cross-culturally standardized set of pictures for younger and older adults: American and Chinese norms for name agreement, concept agreement, and familiarity. <i>Behavior Research Methods</i> , 2004, 36, 639-649.	1.3	60
16	On Continuous-Time Optimal Advertising Under S-Shaped Response. <i>Management Science</i> , 2001, 47, 1476-1487.	4.1	56
17	Cross-cultural differences in memory: The role of culture-based stereotypes about aging.. <i>Psychology and Aging</i> , 2000, 15, 694-704.	1.6	52
18	Autonomous Electric Vehicle Sharing System Design. <i>Journal of Mechanical Design, Transactions of the ASME</i> , 2017, 139, .	2.9	51

#	ARTICLE	IF	CITATIONS
19	Ask and ye shall receive: The effect of the appeals scale on consumersâ€™ donation behavior. Journal of Economic Psychology, 2003, 24, 349-376.	2.2	50
20	Reality Check: Combining Choice Experiments with Market Data to Estimate the Importance of Product Attributes. Management Science, 2010, 56, 785-800.	4.1	46
21	Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement on Website Visits. Journal of Marketing Research, 2019, 56, 57-75.	4.8	45
22	Cumulative Timed Intent: A New Predictive Tool for Technology Adoption. Journal of Marketing Research, 2010, 47, 808-822.	4.8	42
23	A Theory of Cutoff Formation Under Imperfect Information. Management Science, 1996, 42, 65-84.	4.1	35
24	Integrated Decision Making in Electric Vehicle and Charging Station Location Network Design. Journal of Mechanical Design, Transactions of the ASME, 2015, 137, .	2.9	29
25	Assessing Heterogeneity in Discrete Choice Models Using a Dirichlet Process Prior. Review of Marketing Science, 2004, 2, .	0.7	26
26	Capturing Flexible Heterogeneous Utility Curves: A Bayesian Spline Approach. Management Science, 2007, 53, 340-354.	4.1	26
27	Public investment and electric vehicle design: a model-based market analysis framework with application to a USAâ€™China comparison study. Design Science, 2016, 2, .	2.1	26
28	Pictorial Naming Specificity across Ages and Cultures: A Latent Class Analysis of Picture Norms for Younger and Older Americans and Chinese. Gerontology, 2006, 52, 295-305.	2.8	22
29	Cross-cultural differences in memory: The role of culture-based stereotypes about aging.. Psychology and Aging, 2000, 15, 694-704.	1.6	22
30	Positioning Multicountry Brands: The Impact of Variation in Cultural Values and Competitive Set. Journal of Marketing Research, 2017, 54, 914-931.	4.8	20
31	Modeling Parametric Evolution in a Random Utility Framework. Journal of Business and Economic Statistics, 2005, 23, 282-294.	2.9	15
32	Future Preference Uncertainty and Diversification: The Role of Temporal Stochastic Inflation. Journal of Consumer Research, 2008, 35, 349-359.	5.1	15
33	All Things Considered? the Role of Choice Set Formation in Diversification. Journal of Marketing Research, 2012, 49, 320-335.	4.8	15
34	Mediation analysis and categorical variables: Some further frontiers. Journal of Consumer Psychology, 2012, 22, 595-598.	4.5	14
35	Individualsâ€™ Decisions in the Presence of Multiple Goals. Customer Needs and Solutions, 2018, 5, 51-64.	0.8	13
36	Should Price Increases Be Targeted?â€™Pricing Power and Selective vs. Across-the-Board Price Increases. Management Science, 2007, 53, 1407-1422.	4.1	12

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37	Implications and relative fit of several first-order Markov models of consumer variety seeking. <i>European Journal of Operational Research</i> , 1994, 76, 309-320.	5.7	10
38	Dynamic Influences on Individual Choice Behavior. <i>Marketing Letters</i> , 1997, 8, 349-360.	2.9	10
39	Rejoinder "Temporal Stochastic Inflation in Choice-Based Research. <i>Marketing Science</i> , 2010, 29, 32-39.	4.1	7
40	Choices in networks: a research framework. <i>Marketing Letters</i> , 2020, 31, 349-359.	2.9	7
41	Optimizing Price Menus for Duration Discounts: A Subscription Selectivity Field Experiment. <i>Marketing Science</i> , 2020, 39, 1181-1198.	4.1	6
42	When Random Assignment Is Not Enough: Accounting for Item Selectivity in Experimental Research. <i>Marketing Science</i> , 2016, 35, 976-994.	4.1	4
43	Modeling Scale Attraction Effects: An Application to Charitable Donations and Optimal Laddering. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4
44	Autonomous Electric Vehicle Sharing System Design. , 2015, , .		2
45	Implementing Retail Category Management: a Model-Based Approach to Setting Optimal Markups. <i>Customer Needs and Solutions</i> , 2015, 2, 165-176.	0.8	2
46	Designing profitable joint product "service channels: case study on tablet and eBook markets. <i>Design Science</i> , 2019, 5, .	2.1	2
47	Editorial "New Editorial Structure for <i>Marketing Science</i> . <i>Marketing Science</i> , 2014, 33, 163-164.	4.1	1
48	Modeling and Measuring Scale Attraction Effects: An Application to Charitable Donations. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
49	Strategic new product media planning under emergent channel substitution and synergy. <i>Production and Operations Management</i> , 2022, 31, 2143-2166.	3.8	1
50	When Random Assignment is Not Enough: Accounting for Intentional Selectivity in Experimental Research. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
51	Bayesian Analysis. <i>International Series in Quantitative Marketing</i> , 2017, , 493-554.	0.5	0
52	Our Data-driven Future: Promise, Perils, and Prognoses. <i>Review of Marketing Research</i> , 2020, , 105-121.	0.2	0