

Duncan I Simester

List of Publications by Year in descending order

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44
papers

4,545
citations

147786
31
h-index

254170
43
g-index

44
all docs

44
docs citations

44
times ranked

2677
citing authors

#	ARTICLE	IF	CITATIONS
1	Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Costs on the Concentration of Product Sales. <i>Management Science</i> , 2011, 57, 1373-1386.	4.1	564
2	Firm-Wide Incentives and Mutual Monitoring at Continental Airlines. <i>Journal of Labor Economics</i> , 2001, 19, 743-772.	2.8	294
3	Customer Satisfaction Incentives. <i>Marketing Science</i> , 1994, 13, 327-350.	4.1	282
4	Title is missing!. <i>Marketing Letters</i> , 2001, 12, 5-12.	2.9	266
5	The Option Value of Returns: Theory and Empirical Evidence. <i>Marketing Science</i> , 2009, 28, 405-423.	4.1	219
6	Measuring and Mitigating the Costs of Stockouts. <i>Management Science</i> , 2006, 52, 1751-1763.	4.1	204
7	Effects of \$9 Price Endings on Retail Sales: Evidence from Field Experiments. <i>Quantitative Marketing and Economics</i> , 2003, 1, 93-110.	1.5	198
8	Reviews without a Purchase: Low Ratings, Loyal Customers, and Deception. <i>Journal of Marketing Research</i> , 2014, 51, 249-269.	4.8	195
9	Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis. <i>Journal of Marketing Research</i> , 2004, 41, 116-131.	4.8	173
10	Long-Run Effects of Promotion Depth on New Versus Established Customers: Three Field Studies. <i>Marketing Science</i> , 2004, 23, 4-20.	4.1	171
11	Fast Polyhedral Adaptive Conjoint Estimation. <i>Marketing Science</i> , 2003, 22, 273-303.	4.1	168
12	Signalling Price Image Using Advertised Prices. <i>Marketing Science</i> , 1995, 14, 166-188.	4.1	142
13	Price Stickiness and Customer Antagonism [*] . <i>Quarterly Journal of Economics</i> , 2010, 125, 729-765.	8.6	129
14	Optimizing Product Line Designs: Efficient Methods and Comparisons. <i>Management Science</i> , 2008, 54, 1544-1552.	4.1	117
15	Advertising in a Competitive Market: The Role of Product Standards, Customer Learning, and Switching Costs. <i>Journal of Marketing Research</i> , 2013, 50, 489-504.	4.8	114
16	Research Note "Does Demand Fall When Customers Perceive That Prices Are Unfair? The Case of Premium Pricing for Large Sizes. <i>Marketing Science</i> , 2008, 27, 492-500.	4.1	102
17	Dynamic Catalog Mailing Policies. <i>Management Science</i> , 2006, 52, 683-696.	4.1	95
18	How Sales Taxes Affect Customer and Firm Behavior: The Role of Search on the Internet. <i>Journal of Marketing Research</i> , 2010, 47, 229-239.	4.8	93

#	ARTICLE	IF	CITATIONS
19	Bias and Variance Approximation in Value Function Estimates. <i>Management Science</i> , 2007, 53, 308-322.	4.1	76
20	The Role of Sale Signs. <i>Marketing Science</i> , 1998, 17, 139-155.	4.1	73
21	Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities, and Combinations of Criteria. <i>Management Science</i> , 1995, 41, 322-333.	4.1	66
22	Internal Customers and Internal Suppliers. <i>Journal of Marketing Research</i> , 1996, 33, 268.	4.8	65
23	Direct and Indirect Bargaining Costs and the Scope of the Firm. <i>The Journal of Business</i> , 2002, 75, 283-304.	2.1	61
24	Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain. <i>Journal of Marketing Research</i> , 2000, 37, 102-112.	4.8	60
25	Are Sale Signs Less Effective When More Products Have Them?. <i>Marketing Science</i> , 2001, 20, 121-142.	4.1	58
26	DYNAMICS OF RETAIL ADVERTISING: EVIDENCE FROM A FIELD EXPERIMENT. <i>Economic Inquiry</i> , 2009, 47, 482-499.	1.8	58
27	“The Best Price You’ll Ever Get”: The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry. <i>Marketing Science</i> , 2010, 29, 268-290.	4.1	58
28	Targeting Prospective Customers: Robustness of Machine-Learning Methods to Typical Data Challenges. <i>Management Science</i> , 2020, 66, 2495-2522.	4.1	54
29	Price Stickiness: Empirical Evidence of the Menu Cost Channel. <i>Review of Economics and Statistics</i> , 2015, 97, 813-826.	4.3	49
30	Price Discrimination as an Adverse Signal: Why an Offer to Spread Payments May Hurt Demand. <i>Marketing Science</i> , 2001, 20, 315-327.	4.1	41
31	Why Are Bad Products So Hard to Kill?. <i>Management Science</i> , 2010, 56, 1161-1179.	4.1	40
32	Note. Optimal Promotion Strategies: A Demand-Sided Characterization. <i>Management Science</i> , 1997, 43, 251-256.	4.1	37
33	Why Do Salespeople Spend So Much Time Lobbying for Low Prices?. <i>Marketing Science</i> , 2014, 33, 796-808.	4.1	36
34	Decision Stages and Asymmetries in Regular Retail Price Pass-Through. <i>Marketing Science</i> , 2016, 35, 619-639.	4.1	33
35	The Value of Field Experiments. <i>Management Science</i> , 2015, 61, 1722-1740.	4.1	30
36	Determinants of Asset Ownership: A Study of the Carpentry Trade. <i>Review of Economics and Statistics</i> , 2005, 87, 50-58.	4.3	28

#	ARTICLE	IF	CITATIONS
37	Efficiently Evaluating Targeting Policies: Improving on Champion vs. Challenger Experiments. <i>Management Science</i> , 2020, 66, 3412-3424.	4.1	28
38	Harbingers of Failure. <i>Journal of Marketing Research</i> , 2015, 52, 580-592.	4.8	24
39	Side Payments in Marketing. <i>Marketing Science</i> , 1997, 16, 246-255.	4.1	18
40	Introduction to the Special Issue on Marketing Science and Field Experiments. <i>Marketing Science</i> , 2020, 39, 1033-1038.	4.1	15
41	Forecasting criminal sentencing decisions. <i>International Journal of Forecasting</i> , 1993, 9, 49-60.	6.5	4
42	The short and long-run impact of empowering customers in corporate social responsibility initiatives. <i>Journal of Economic Behavior and Organization</i> , 2021, 192, 616-637.	2.0	4
43	The Surprising Breadth of Harbingers of Failure. <i>Journal of Marketing Research</i> , 2019, 56, 1034-1049.	4.8	3
44	Designing Supply and Distribution Channels. , 0, , 616-629.		0