

Marco Bertini

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8622422/publications.pdf>

Version: 2024-02-01

22
papers

572
citations

933447

10
h-index

888059

17
g-index

23
all docs

23
docs citations

23
times ranked

516
citing authors

#	ARTICLE	IF	CITATIONS
1	Price Promotion for Emotional Impact. <i>Journal of Marketing</i> , 2014, 78, 80-96.	11.3	105
2	Research Note“Attention Arousal Through Price Partitioning. <i>Marketing Science</i> , 2008, 27, 236-246.	4.1	91
3	Price as a Stimulus to Think: The Case for Willful Overpricing. <i>Marketing Science</i> , 2007, 26, 118-129.	4.1	83
4	The Impact of Add-On Features on Consumer Product Evaluations. <i>Journal of Consumer Research</i> , 2009, 36, 17-28.	5.1	58
5	Money, Time, and the Stability of Consumer Preferences. <i>Journal of Marketing Research</i> , 2015, 52, 184-199.	4.8	52
6	The Discriminating Consumer: Product Proliferation and Willingness to Pay for Quality. <i>Journal of Marketing Research</i> , 2012, 49, 39-49.	4.8	40
7	Cashback Is Cash Forward: Delaying a Discount to Entice Future Spending. <i>Journal of Marketing Research</i> , 2018, 55, 852-868.	4.8	36
8	Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. <i>Customer Needs and Solutions</i> , 2018, 5, 121-136.	0.8	34
9	Consumer Reactance to Promotional Favors. <i>Journal of Retailing</i> , 2020, 96, 578-589.	6.2	21
10	PROFITING WHEN CUSTOMERS CHOOSE VALUE OVER PRICE. <i>Business Strategy Review</i> , 2011, 22, 46-49.	0.0	16
11	Carbon Footprinting and Pricing Under Climate Concerns. <i>Journal of Marketing</i> , 2022, 86, 186-201.	11.3	11
12	Cashback is Cash Forward: Delaying a Discount to Increase Future Spending. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8
13	PRICE WARS AND THE MANAGERS WHO START THEM. <i>Business Strategy Review</i> , 2014, 25, 52-55.	0.0	3
14	Cashback is Cash Forward: Delaying a Discount to Entice Future Spending. <i>Journal of Marketing Research</i> , 0, , .	4.8	3
15	Price and quality decisions by self-serving managers. <i>International Journal of Research in Marketing</i> , 2020, 37, 236-257.	4.2	3
16	WHEN THE NAME IS THE GAME. <i>Business Strategy Review</i> , 2011, 22, 50-55.	0.0	2
17	Branding Next-Generation Products. <i>SSRN Electronic Journal</i> , 2009, , .	0.4	1
18	Putting Customer Back into Customization: A Pricing Intervention. <i>SSRN Electronic Journal</i> , 2012, , .	0.4	1

#	ARTICLE	IF	CITATIONS
19	A novel architecture to monetize digital offerings. Journal of Revenue and Pricing Management, 2018, 17, 453-458.	1.1	1
20	THE PERILS OF POPULARITY. Business Strategy Review, 2012, 23, 51-55.	0.0	0
21	THE RIGHT PRICE, AT THE RIGHT MOMENT, TO THE RIGHT CUSTOMER. Business Strategy Review, 2013, 24, 49-53.	0.0	0
22	A Novel Architecture to Monetize Digital Goods. SSRN Electronic Journal, 0, , .	0.4	0