

# Rajeev Kohli

## List of Publications by Year in descending order

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37  
papers

1,979  
citations

430874

18  
h-index

377865

34  
g-index

38  
all docs

38  
docs citations

38  
times ranked

1176  
citing authors

#	ARTICLE	IF	CITATIONS
1	Internet Recommendation Systems. <i>Journal of Marketing Research</i> , 2000, 37, 363-375.	4.8	543
2	Heuristics for Product-Line Design Using Conjoint Analysis. <i>Management Science</i> , 1990, 36, 1464-1478.	4.1	218
3	A Cooperative Game Theory Model of Quantity Discounts. <i>Management Science</i> , 1989, 35, 693-707.	4.1	168
4	A Heuristic Approach to Product Design. <i>Management Science</i> , 1987, 33, 1523-1533.	4.1	143
5	Optimal product design using conjoint analysis: Computational complexity and algorithms. <i>European Journal of Operational Research</i> , 1989, 40, 186-195.	5.7	100
6	Representation and Inference of Lexicographic Preference Models and Their Variants. <i>Marketing Science</i> , 2007, 26, 380-399.	4.1	97
7	A Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis. <i>Journal of Marketing Research</i> , 1991, 28, 347.	4.8	95
8	The Minimum Satisfiability Problem. <i>SIAM Journal on Discrete Mathematics</i> , 1994, 7, 275-283.	0.8	92
9	A Conjoint Approach to Multipart Pricing. <i>Journal of Marketing Research</i> , 2008, 45, 195-210.	4.8	82
10	Probabilistic Subset-Conjunctive Models for Heterogeneous Consumers. <i>Journal of Marketing Research</i> , 2005, 42, 483-494.	4.8	57
11	Coordinating Buyer-Seller Transactions Across Multiple Products. <i>Management Science</i> , 1994, 40, 1145-1150.	4.1	55
12	Consideration Sets in Conjoint Analysis. <i>Journal of Marketing Research</i> , 1996, 33, 364.	4.8	33
13	Package Size Decisions. <i>Management Science</i> , 2010, 56, 485-494.	4.1	31
14	Consideration Sets in Conjoint Analysis. <i>Journal of Marketing Research</i> , 1996, 33, 364-372.	4.8	24
15	Some Empirical Regularities in Market Shares. <i>Management Science</i> , 2006, 52, 1792-1798.	4.1	24
16	Designing Products and Services for Consumer Welfare: Theoretical and Empirical Issues. <i>Marketing Science</i> , 1990, 9, 230-246.	4.1	20
17	Conflict Resolution in the Scheduling of Television Commercials. <i>Operations Research</i> , 2009, 57, 1098-1105.	1.9	19
18	The Design of Durable Goods. <i>Marketing Science</i> , 2011, 30, 111-122.	4.1	19

#	ARTICLE	IF	CITATIONS
19	The capacitated max k-cut problem. <i>Mathematical Programming</i> , 2008, 115, 65-72.	2.4	18
20	Advancing Non-compensatory Choice Models in Marketing. <i>Customer Needs and Solutions</i> , 2018, 5, 82-92.	0.8	18
21	Average performance of greedy heuristics for the integer knapsack problem. <i>European Journal of Operational Research</i> , 2004, 154, 36-45.	5.7	15
22	Capacitated Location Problems on a Line. <i>Transportation Science</i> , 1996, 30, 75-80.	4.4	13
23	A total-value greedy heuristic for the integer knapsack problem. <i>Operations Research Letters</i> , 1992, 12, 65-71.	0.7	12
24	Subset-conjunctive rules for breast cancer diagnosis. <i>Discrete Applied Mathematics</i> , 2006, 154, 1100-1112.	0.9	12
25	Inferring latent class lexicographic rules from choice data. <i>Journal of Mathematical Psychology</i> , 2008, 52, 241-249.	1.8	11
26	Why Parrondo's paradox is irrelevant for utility theory, stock buying, and the emergence of life. <i>Complexity</i> , 2003, 9, 23-27.	1.6	10
27	Error Theory for Elimination by Aspects. <i>Operations Research</i> , 2015, 63, 512-526.	1.9	9
28	Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Empirical Validation. <i>Journal of Marketing Research</i> , 1988, 25, 123-133.	4.8	7
29	Average Performance of Heuristics for Satisfiability. <i>SIAM Journal on Discrete Mathematics</i> , 1989, 2, 508-523.	0.8	7
30	Probabilistic Subset Conjunction. <i>Psychometrika</i> , 2005, 70, 737-757.	2.1	7
31	Joint performance of greedy heuristics for the integer knapsack problem. <i>Discrete Applied Mathematics</i> , 1995, 56, 37-48.	0.9	6
32	Relation Between EBA and Nested Logit Models. <i>Operations Research</i> , 2017, 65, 621-634.	1.9	6
33	Assessing interaction effects in Latin square-type designs. <i>International Journal of Research in Marketing</i> , 1988, 5, 25-37.	4.2	5
34	Lexicographic systems. <i>Complexity</i> , 1999, 4, 15-25.	1.6	2
35	Randomized Algorithms for Lexicographic Inference. <i>Operations Research</i> , 2019, , .	1.9	1
36	Properties of reciprocity formulas for the Rogers's Ramanujan continued fractions. <i>Ramanujan Journal</i> , 2020, 51, 501-517.	0.7	0

#	ARTICLE	IF	CITATIONS
37	Framing, Context and Value Averaging. SSRN Electronic Journal, 0, , .	0.4	0