

Selected Publications by Marketing Ph.D. Students 2002-2010 (partial)

- DeSarbo, Wayne S., Q. Wang, and **S.J. Blanchard**, 2010. Exploring Intra-Industry Heterogeneity: The Identification of Latent Competitive Groups. *Journal of Modelling in Management*, 5(2): 94-123.
- DeSarbo, W. S., **S. Atalay**, and **S.J. Blanchard**, 2009. A Three-Way Clusterwise Multidimensional Unfolding Procedure for the Spatial Representation of Context Dependent Preferences. *Computational Statistics and Data Analysis*, 53 (8): 3217-3230.
- Gunasti, K.** and W.T. Ross, Jr., 2009. How Inferences about Missing Attributes Decrease the Tendency to Defer Choice and Increase Purchase Probability. *Journal of Consumer Research*, 35: 823-837.
- Grewal, R., **R. Wang**, W.S. DeSarbo, 2009. Dynamic strategic groups: Spatial evolutionary paths. *Strategic Management Journal*, 30(13): 1420-1439.
- Kayande, U., **A. De Bruyn**, G. Lilien, A. Rangaswamy, 2009. How Incorporating Feedback Mechanisms in a DSS Affects DSS Evaluations. *Information Systems Research*, 20(4): 527-546.
- DeBruyn, A.**, G. Lilien, 2008. A Multi-Stage Model of Word-Of-Mouth Influence. *International Journal of Research in Marketing*, 25:151-163
- DeBruyn, A.**, J.C. Liechty, E.K.R.E. Huizingh, and G.L. Lilien, 2008. Offering Online Recommendations with Minimal Customer Input through Conjoint-Based Decision Aids. *Marketing Science*, 27(3): 443-460.
- DeSarbo, W.S., **S. Atalay**, **D. LeBaron**, and **S. Blanchard**, 2008. Estimating Multiple Ideal Points from Context Dependent Survey Data. *Journal of Consumer Research*, 35(1): 142-153.
- DeSarbo, W.S., **S.J. Blanchard**, and **S. Atalay**, 2008. A New Spatial Classification Methodology For Simultaneous Segmentation, Targeting, and Positioning For Marketing Research. *Review of Marketing Research*, 5: 75-103.
- DeSarbo, W.S., **J. Park**, and **C. Scott**, 2008. A Model-Based Approach for Visualizing the Dimensional Structure of Ordered Successive Categories Data. *Psychometrika*, 73: 1-20.
- Grewal, R., **A. Chakravarty**, M. Ding, J. Liechty, 2008. Counting Chickens Before the Eggs Hatch: Associating New Product Development Portfolios with Shareholder Expectations in the Pharmaceutical Sector. *Internal Journal of Research in Marketing*, 25: 261-272.

- Liechty, J. C., D. K. H. Fong, E. K. R. E. Hussiha, and **A. De Bruyn**, 2008. Hierarchical Bayesian Conjoint Models Incorporating Measurement Uncertainty. *Marketing Letters*, 19(2): 141.
- Lilien, G., **R. Srinivasan** and A. Rangaswamy. The Effects Of Diversity Of Product-Market Portfolio On New Firm Exit. *International Journal for Research in Marketing*, 25(2): 119-128.
- Lilien, G and **A. De Bruyn**. A Multi-Stage Model of Word of Mouth through Electronic Referrals. *International Journal of Research in Marketing*, 25(3): 151-163.
- Park, J.**, W.S. DeSarbo, J. Liechty, 2008. A Hierarchical Bayesian Multidimensional Scaling Methodology for Accommodating Both Structural and Preference Heterogeneity. *Psychometrika*, 73(3): 451-472.
- Goldberg, M. and **K. Gunasti**, 2007. Creating An Environment in Which Youth are Encouraged to Eat a Healthier Diet. *Journal of Public Policy & Marketing*, 26(2): 162-181.
- Grewal, R., G. L. Lilien, and **G. Mallapragada**, 2006. Location, Location, Location: How Network Embeddedness Affects Project Success in Open Source Systems. *Management Science*, (Special Issue on "Open Source Systems"), 52(7): 1043-1056.
- Srinivasan, R.**, G. L. Lilien and A. Rangaswamy, 2006. The Emergence of Dominant Designs. *Journal of Marketing*, 20(2): 1-17. *Lead article*.
- Srinivasan, R.**, A. Rangaswamy, and G.L. Lilien, 2005. Turning Adversity into Advantage: Does Proactive Marketing During a Recession Pay Off?. *International Journal of Research in Marketing*, 22(2): 109-125. Won the best-paper award in IJRM for 2005.
- Yi, S.**, & Baumgartner, H. (2004). Coping with negative emotions in purchase-related situations. *Journal of Consumer Psychology*, 14(3): 303-317.
- Lilien, G. L., A. Rangaswamy, G.H. van Bruggen, and **K. Starke**, 2004. DSS Effectiveness in Marketing Resource Allocation Decisions: Reality Versus Perception. *Information Systems Research* 15 (3): 216-235
- Lilien, G., A. Rangaswamy, and **R. Srinivasan**, 2004. First in, first out? The Effects of Network Externalities on Pioneer Survival. *Journal of Marketing* 68(1): 41-58.
- Srinivasan, R.**, A. Rangaswamy, and G.L. Lilien, 2004. Turning Adversity into Advantage: Does Proactive Marketing During a Recession Pay Off?. *International Journal of Research in Marketing*, 22(2): 109-125.
- Yi, S.**, and H. Baumgartner, 2004. Coping with Negative Emotions in Purchase-Related Situations. *Journal of Consumer Psychology*, 14(3): 303-317.

Srinivasan, R., G. L. Lilien, and A. Rangaswamy, 2002. Technological Opportunism and Radical Technology Adoption: An Application to E-Business. *Journal of Marketing*, 66(3): 47-60.