

Dinesh K Gauri K Sudhir And Debabrata Talukdar

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Dinesh K. Gauri K. Sudhir Debabrata Talukdar

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The Temporal and Spatial Dimensions of Price Search ...

Dr. Dinesh Gauri is a Professor of Marketing, Walmart Chair in Marketing, and Executive Director of Retail Information at Sam M. Walton College of Business at University of Arkansas in Fayetteville. He was a faculty member at Syracuse University prior to joining the Sam M. Walton College of Business.

Dinesh Gauri

Dinesh Gauri. Professor of Marketing, University of Arkansas. Verified ... D Grewal, KL Ailawadi, D Gauri, K Hall, P Kopalle, JR Robertson. Journal of Retailing 87 ... The temporal and spatial dimensions of price search: Insights from matching household survey and purchase data. DK Gauri, K Sudhir, D Talukdar. Journal of marketing research 45 ...

Understanding the Determinants of Retail Strategy: An ...

The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data. Journal of Marketing Research, Vol. 45, No. 2, pp. 226-240, April 2008 ... Gauri, Dinesh K. and Sudhir, K. and Talukdar, Debabrata, The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and ...

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K. Sudhir Debabrata Talukdar Gauri, Dinesh K, K. Sudhir and Debabrata Talukdar (2008), "The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data," Journal of Marketing Research, 45 (2), April, 226-240. 1 Dinesh K. Gauri is an Assistant Professor of Marketing (Email: dkgaury@syr.edu) at ...

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Dinesh Gauri - Google Scholar Citations

By Dinesh K. Gauri, K. Sudhir and Debabrata Talukdar Abstract Dinesh K. Gauri is a doctoral student and Debabrata Talukdar is an Associate Professor of Marketing at SUNY

Dinesh K Gauri K Sudhir

* Dinesh K. Gauri is a doctoral student and Debabrata Talukdar is an Associate Professor of Marketing at SUNY, Buffalo. K. Sudhir is a Professor of Marketing at the Yale School of Management.

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K. Sudhir's research with Dinesh K. Gauri and Debabrata Talukdar (SUNY Buffalo) on the perceived prevalence of extreme price shoppers in grocery stores was cited in multiple publications, including Marketing Daily, Progressive Grocer, and Supermarket News. According to Sudhir, et al's study, only 1% of grocery stores' customers fit into the "super-cost-conscious" category and ...

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The Temporal and Spatial Dimensions of Price Search ...

Dinesh K. Gauri is a doctoral student and Debabrata Talukdar is an Associate Professor of Marketing at SUNY,

K. SUDHIR

Dinesh K. Gauri, Minakshi Trivedi, Dhruv Grewal Two powerful, highly effective strategic tools that retailers possess involve pricing and store format decisions. From the several strategic choices available

for each decision, a retailer can choose any combination.

INN - Variable Details: Temporal price search propensity

AU - Gauri, Dinesh K. PY - 2013/3. Y1 - 2013/3. N2 - With increased competitive pressures in the grocery retailing industry, managers have greater interest in measuring the productivity of the stores of their own chain relative to the other similar stores. In this paper, we measure and compare the inefficiencies of major grocery retailers ...

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