

Wayne Desarbo

List of Publications by Year in descending order

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Version: 2024-02-01

7
papers

444
citations

1684188

5
h-index

1872680

6
g-index

7
all docs

7
docs citations

7
times ranked

245
citing authors

#	ARTICLE	IF	CITATIONS
1	A new bayesian spatial model for brand positioning. Journal of Modelling in Management, 2017, 12, 404-431.	1.9	5
2	Statistical perceptual maps: using confidence region ellipses to enhance the interpretations of brand positions in multidimensional scaling. Journal of Marketing Analytics, 2017, 5, 81-98.	3.7	6
3	Exploring the Demand Aspects of Sports Consumption and Fan Avidity. Interfaces, 2012, 42, 199-212.	1.5	19
4	Representing Heterogeneity in Consumer Response Models 1996 Choice Conference Participants. Marketing Letters, 1997, 8, 335-348.	2.9	36
5	Simultaneous multidimensional unfolding and cluster analysis: An investigation of strategic groups. Marketing Letters, 1991, 2, 129-146.	2.9	51
6	Three-way Scaling and Clustering. , 1987, , .		188
7	A Constrained Unfolding Methodology for Product Positioning. Marketing Science, 1986, 5, 1-19.	4.1	139