Dennis Fok

List of Publications by Year
in descending order

31 papers	**995** citations	516710 **16** h-index	501196 **28** g-index
31 all docs	**31** docs citations	**31** times ranked	**811** citing authors

#	Article	IF	Citations
1	The Short- and Long-Term Impact of an Assortment Reduction on Category Sales. Journal of Marketing Research, 2006, 43, 536-548.	4.8	109
2	A multi-level panel STAR model for US manufacturing sectors. Journal of Applied Econometrics, 2005, 20, 811-827.	2.3	100
3	Model-Based Purchase Predictions for Large Assortments. Marketing Science, 2016, 35, 389-404.	4.1	100
4	Reward redemption effects in a loyalty program when customers choose how much and when to redeem. International Journal of Research in Marketing, 2014, 31, 339-355.	4.2	82
5	A RANKâ€ORDERED LOGIT MODEL WITH UNOBSERVED HETEROGENEITY IN RANKING CAPABILITIES. Journal of Applied Econometrics, 2012, 27, 831-846.	2.3	69
6	A Hierarchical Bayes Error Correction Model to Explain Dynamic Effects of Price Changes. Journal of Marketing Research, 2006, 43, 443-461.	4.8	67
7	Modeling Global Spillover of New Product Takeoff. Journal of Marketing Research, 2009, 46, 637-652.	4.8	64
8	Interaction Between Shelf Layout and Marketing Effectiveness and Its Impact on Optimizing Shelf Arrangements. Marketing Science, 2008, 27, 1065-1082.	4.1	60
9	Modeling the diffusion of scientific publications. Journal of Econometrics, 2007, 139, 376-390.	6.5	46
10	Forecasting cross-population innovation diffusion: A Bayesian approach. International Journal of Research in Marketing, 2005, 22, 293-308.	4.2	40
11	Do vendors benefit from promotions in a multi-vendor loyalty program?. Marketing Letters, 2011, 22, 341-356.	2.9	40
12	Moderating Factors of Immediate, Gross, and Net Cross-Brand Effects of Price Promotions. Marketing Science, 2013, 32, 127-152.	4.1	33
13	Beware of black swans: Taking stock of the descriptionâ€"experience gap in decision under uncertainty. Marketing Letters, 2014, 25, 269-280.	2.9	29
14	Parameter estimation in multivariate logit models with many binary choices. Econometric Reviews, 2018, 37, 534-550.	1.1	23
15	Understanding Large-Scale Dynamic Purchase Behavior. Marketing Science, 2021, 40, 844-870.	4.1	19
16	Analyzing the effects of a brand introduction on competitive structure using a market share attraction model. International Journal of Research in Marketing, 2004, 21, 159-177.	4.2	18
17	Seasonality and non-linear price effects in scanner-data-based market-response models. Journal of Econometrics, 2007, 138, 231-251.	6.5	17
18	Modeling Seasonality in New Product Diffusion. Marketing Science, 2012, 31, 351-364.	4.1	17

#	ARTICLE	IF	CITATIONS
19	Econometric analysis of the market share attraction model. Advances in Econometrics, 0, , 223-256.	0.3	13
20	Forecasting aggregates using panels of nonlinear time series. International Journal of Forecasting, 2005, 21, 785-794.	6.5	12
21	Bayesian D-Optimal Choice Designs for Mixtures. Journal of the Royal Statistical Society Series C: Applied Statistics, 2017, 66, 363-386.	1.0	9
22	Forecasting market shares from models for sales. International Journal of Forecasting, 2001, 17, 121-128.	6.5	7
23	Synergistic and cannibalization effects in a partnership loyalty program. Journal of the Academy of Marketing Science, 2021, 49, 1021-1042.	11.2	6
24	Modeling dynamic effects of promotion on interpurchase times. Computational Statistics and Data Analysis, 2012, 56, 3055-3069.	1.2	4
25	Flexible Mixture-Amount Models Using Multivariate Gaussian Processes. Journal of Business and Economic Statistics, 2020, 38, 257-271.	2.9	4
26	Modeling category‐level purchase timing with brand‐level marketing variables. Journal of Applied Econometrics, 2009, 24, 469-489.	2.3	3
27	How entry crowds and grows markets: the gradual disaster management view of market dynamics in the retail industry. Annals of Operations Research, 2019, 283, 1111-1138.	4.1	2
28	Testing earnings management. Statistica Neerlandica, 2013, 67, 281-292.	1.6	1
29	Incorporating Responsiveness to Marketing Efforts in Brand Choice Modeling. Econometrics, 2014, 2, 20-44.	0.9	1
30	Ordered logit analysis for selectively sampled data. Computational Statistics and Data Analysis, 2002, 40, 477-497.	1.2	0
31	Advanced Individual Demand Models. International Series in Quantitative Marketing, 2017, , 31-86.	0.5	0