

Vijay Mahajan

List of Publications by Year in descending order

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120
papers

20,702
citations

18482

62
h-index

19749

117
g-index

125
all docs

125
docs citations

125
times ranked

8554
citing authors

#	ARTICLE	IF	CITATIONS
1	New Product Diffusion Models in Marketing: A Review and Directions for Research. Journal of Marketing, 1990, 54, 1-26.	11.3	4,924
2	Consumer Switching Costs: A Typology, Antecedents, and Consequences. Journal of the Academy of Marketing Science, 2003, 31, 109-126.	11.2	1,252
3	New Product Diffusion Models in Marketing: A Review and Directions for Research. Journal of Marketing, 1990, 54, 1.	11.3	895
4	Delight by Design: The Role of Hedonic versus Utilitarian Benefits. Journal of Marketing, 2008, 72, 48-63.	11.3	718
5	Innovation diffusion and new product growth models: A critical review and research directions. International Journal of Research in Marketing, 2010, 27, 91-106.	4.2	708
6	Models for Innovation Diffusion. , 1985, , .		514
7	CORPORATE BOARD SIZE, COMPOSITION AND CORPORATE FAILURES IN RETAILING INDUSTRY[1]. Journal of Management Studies, 1985, 22, 400-417.	8.3	440
8	Issues and Opportunities in New Product Development: An Introduction to the Special Issue. Journal of Marketing Research, 1997, 34, 1-12.	4.8	410
9	New Product Diffusion Models in Marketing: A Review and Directions for Research. , 1991, , 125-177.		401
10	An Analysis of E-Business Adoption and its Impact on Business Performance. Journal of the Academy of Marketing Science, 2003, 31, 425-447.	11.2	385
11	Delight by Design: The Role of Hedonic Versus Utilitarian Benefits. Journal of Marketing, 2008, 72, 48-63.	11.3	379
12	Consumers in a multichannel environment: Product utility, process utility, and channel choice. Journal of Interactive Marketing, 2005, 19, 12-30.	6.2	342
13	Form versus Function: How the Intensities of Specific Emotions Evoked in Functional versus Hedonic Trade-Offs Mediate Product Preferences. Journal of Marketing Research, 2007, 44, 702-714.	4.8	317
14	Introduction Strategy for New Products with Positive and Negative Word-of-Mouth. Management Science, 1984, 30, 1389-1404.	4.1	308
15	Editorial: Issues and Opportunities in New Product Development: An Introduction to the Special Issue. Journal of Marketing Research, 1997, 34, 1.	4.8	275
16	Risk/Return Performance of Diversified Firms. Management Science, 1985, 31, 785-799.	4.1	274
17	The Effect of Reward Structures on the Performance of Cross-Functional Product Development Teams. Journal of Marketing, 2001, 65, 35-53.	11.3	271
18	Timing, diffusion, and substitution of successive generations of technological innovations: The IBM mainframe case. Technological Forecasting and Social Change, 1996, 51, 109-132.	11.6	270

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19	Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion. Journal of Marketing, 1995, 59, 29-37.	11.3	262
20	Innovation Diffusion and New Product Growth Models in Marketing. Journal of Marketing, 1979, 43, 55-68.	11.3	238
21	Innovation Diffusion in a Dynamic Potential Adopter Population. Management Science, 1978, 24, 1589-1597.	4.1	237
22	Maximum Likelihood Estimation for an Innovation Diffusion Model of New Product Acceptance. Marketing Science, 1982, 1, 57-78.	4.1	225
23	Determination of Adopter Categories by Using Innovation Diffusion Models. Journal of Marketing Research, 1990, 27, 37.	4.8	222
24	A Nonuniform Influence Innovation Diffusion Model of New Product Acceptance. Marketing Science, 1983, 2, 273-295.	4.1	221
25	Determination of Adopter Categories by Using Innovation Diffusion Models. Journal of Marketing Research, 1990, 27, 37-50.	4.8	215
26	Innovation Diffusion and New Product Growth Models in Marketing. Journal of Marketing, 1979, 43, 55.	11.3	193
27	Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion. Journal of Marketing, 1995, 59, 29.	11.3	173
28	Advertising Pulsing Policies for Generating Awareness for New Products. Marketing Science, 1986, 5, 89-106.	4.1	172
29	Waterfall and sprinkler new-product strategies in competitive global markets. International Journal of Research in Marketing, 1995, 12, 105-119.	4.2	164
30	Managing New Product Definition in Highly Dynamic Environments. Management Science, 1998, 44, S50-S64.	4.1	162
31	Chapter 8 New-product diffusion models. Handbooks in Operations Research and Management Science, 1993, , 349-408.	0.6	134
32	An Approach for Determining Optimal Product Sampling for the Diffusion of a New Product. Journal of Product Innovation Management, 1995, 12, 124-135.	9.5	131
33	Driven to Be Good: A Stakeholder Theory Perspective on the Drivers of Corporate Social Performance. Journal of Business Ethics, 2013, 117, 313-331.	6.0	131
34	New Product Models: Practice, Shortcomings and Desired Improvements. Journal of Product Innovation Management, 1992, 9, 128-139.	9.5	130
35	Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables. Marketing Science, 2001, 20, 284-299.	4.1	124
36	A nonsymmetric responding logistic model for forecasting technological substitution. Technological Forecasting and Social Change, 1981, 20, 199-213.	11.6	122

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37	Innovation Diffusion in the Presence of Supply Restrictions. <i>Marketing Science</i> , 1991, 10, 83-90.	4.1	121
38	Optimal Bundling of Technological Products with Network Externality. <i>Management Science</i> , 2010, 56, 2224-2236.	4.1	121
39	Chief Marketing Officers: A Study of Their Presence in Firms' Top Management Teams. <i>Journal of Marketing</i> , 2008, 72, 65-81.	11.3	116
40	Assessing the Impact of Competitive Entry on Market Expansion and Incumbent Sales. <i>Journal of Marketing</i> , 1993, 57, 39-52.	11.3	112
41	A Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis. <i>Journal of Marketing Research</i> , 1991, 28, 347-354.	4.8	111
42	Chief Marketing Officers: A Study of Their Presence in Firms' Top Management Teams. <i>Journal of Marketing</i> , 2008, 72, 65-81.	11.3	108
43	When is a Preannounced New Product Likely to be Delayed?. <i>Journal of Marketing</i> , 2004, 68, 101-113.	11.3	102
44	Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms'™ Top Management Teams. <i>Journal of Marketing</i> , 2011, 75, 60-77.	11.3	97
45	Products with Branded Components: An Approach for Premium Pricing and Partner Selection. <i>Marketing Science</i> , 1997, 16, 146-165.	4.1	96
46	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
47	How many pirates should a software firm tolerate?. <i>International Journal of Research in Marketing</i> , 2003, 20, 337-353.	4.2	93
48	Marketing Hype: A New Perspective for New Product Research and Introduction. <i>Journal of Product Innovation Management</i> , 1987, 4, 43-49.	9.5	92
49	Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms' Top Management Teams. <i>Journal of Marketing</i> , 2011, 75, 60-77.	11.3	89
50	A Probabilistic Approach to Pricing a Bundle of Products or Services. <i>Journal of Marketing Research</i> , 1993, 30, 494.	4.8	87
51	Early Warning Indicators of Business Failure. <i>Journal of Marketing</i> , 1980, 44, 80-89.	11.3	84
52	The Implications of Offering Free Versions for the Performance of Paid Mobile Apps. <i>Journal of Marketing</i> , 2017, 81, 62-78.	11.3	82
53	Market Share Pioneering Advantage: A Theoretical Approach. <i>Management Science</i> , 1990, 36, 900-918.	4.1	80
54	A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships. <i>Journal of Marketing Research</i> , 1982, 19, 334-342.	4.8	79

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55	New product forecasting models. <i>International Journal of Forecasting</i> , 1988, 4, 341-358.	6.5	74
56	Assessing the Impact of Competitive Entry on Market Expansion and Incumbent Sales. <i>Journal of Marketing</i> , 1993, 57, 39.	11.3	74
57	The Dot.com Retail Failures of 2000: Were There Any Winners?. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 474-486.	11.2	74
58	The Adoption of the M-Form Organizational Structure: A Test of Imitation Hypothesis. <i>Management Science</i> , 1988, 34, 1188-1201.	4.1	72
59	Integrating time and space in technological substitution models. <i>Technological Forecasting and Social Change</i> , 1979, 14, 231-241.	11.6	71
60	Innovation diffusion in a borderless global market: Will the 1992 unification of the European Community accelerate diffusion of new ideas, products, and technologies?. <i>Technological Forecasting and Social Change</i> , 1994, 45, 221-235.	11.6	69
61	Parameter Estimation in Marketing Models in the Presence of Multicollinearity: An Application of Ridge Regression. <i>Journal of Marketing Research</i> , 1977, 14, 586-591.	4.8	67
62	The Design and Pricing of Bundles: A Review of Normative Guidelines and Practical Approaches. , 2009, , .		67
63	Managing electronic commerce retail transaction costs for customer value. <i>Decision Support Systems</i> , 2006, 42, 898-914.	5.9	66
64	An Empirical Comparison of Awareness Forecasting Models of New Product Introduction. <i>Marketing Science</i> , 1984, 3, 179-197.	4.1	65
65	Beating the recession blues: Exploring the link between family ownership, strategic marketing behavior and firm performance during recessions. <i>International Journal of Research in Marketing</i> , 2014, 31, 78-93.	4.2	65
66	New Product Development Process: A Perspective for Reexamination. <i>Journal of Product Innovation Management</i> , 1988, 5, 304-310.	9.5	64
67	An Approach to Assess the Importance of Brand Equity in Acquisition Decisions. <i>Journal of Product Innovation Management</i> , 1994, 11, 221-235.	9.5	63
68	Values that Shape Marketing Decisions: Influence of Chief Executive Officers'™ Political Ideologies on Innovation Propensity, Shareholder Value, and Risk. <i>Journal of Marketing Research</i> , 2017, 54, 260-278.	4.8	63
69	When is it Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch?. <i>Journal of Marketing Research</i> , 1998, 35, 488-495.	4.8	59
70	Constrained classification: The use of a priori information in cluster analysis. <i>Psychometrika</i> , 1984, 49, 187-215.	2.1	58
71	Adaptive technological substitution models. <i>Technological Forecasting and Social Change</i> , 1980, 18, 129-139.	11.6	57
72	Early Warning Indicators of Business Failure. <i>Journal of Marketing</i> , 1980, 44, 80.	11.3	56

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73	A simple algebraic estimation procedure for innovation diffusion models of new product acceptance. <i>Technological Forecasting and Social Change</i> , 1986, 30, 331-345.	11.6	55
74	A Rose by Any Other Name: Are Family Firms Named After Their Founding Families Rewarded More for Their New Product Introductions?. <i>Journal of Business Ethics</i> , 2014, 124, 81-99.	6.0	55
75	A multi-attribute diffusion model for forecasting the adoption of investment alternatives for consumers. <i>Technological Forecasting and Social Change</i> , 1985, 28, 325-333.	11.6	52
76	Dynamic co-marketing alliances: When and why do they succeed or fail?. <i>International Journal of Research in Marketing</i> , 2000, 17, 3-31.	4.2	52
77	When Is It Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch?. <i>Journal of Marketing Research</i> , 1998, 35, 488.	4.8	51
78	Product bundling or reserved product pricing? Price discrimination with myopic and strategic consumers. <i>International Journal of Research in Marketing</i> , 2015, 32, 1-8.	4.2	50
79	First-purchase diffusion models of new-product acceptance. <i>Technological Forecasting and Social Change</i> , 1979, 15, 127-146.	11.6	49
80	A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships. <i>Journal of Marketing Research</i> , 1982, 19, 334.	4.8	49
81	Facilitating Coordination in Customer Support Teams: A Framework and Its Implications for the Design of Information Technology. <i>Management Science</i> , 1995, 41, 1900-1921.	4.1	48
82	A NOTE ON PROCEDURES FOR TESTING THE QUALITY OF A CLUSTERING OF A SET OF OBJECTS. <i>Decision Sciences</i> , 1980, 11, 669-677.	4.5	44
83	Generalized model for the time pattern of the diffusion process. <i>IEEE Transactions on Engineering Management</i> , 1977, EM-24, 12-18.	3.5	41
84	An Approach to Normative Segmentation. <i>Journal of Marketing Research</i> , 1978, 15, 338.	4.8	41
85	Research Note" Sole Entrant, Co-optor, or Component Supplier: Optimal End-Product Strategies for Manufacturers of Proprietary Component Brands. <i>Management Science</i> , 2006, 52, 613-622.	4.1	41
86	On the Creation of Acceptable Conjoint Analysis Experimental Designs. <i>Decision Sciences</i> , 1991, 22, 435-442.	4.5	40
87	Marketing modeling for e-business. <i>International Journal of Research in Marketing</i> , 2000, 17, 215-225.	4.2	40
88	Product Entry Timing in Dual Distribution Channels: The Case of the Movie Industry. <i>Review of Marketing Science</i> , 2004, 2, .	0.7	39
89	The name's the game: Does marketing impact the value of corporate name changes?. <i>Journal of Business Research</i> , 2015, 68, 281-290.	10.2	36
90	The Effect of Piracy on the Market Penetration of Subscription Software. <i>The Journal of Business</i> , 2004, 77, S81-S107.	2.1	35

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91	PERSPECTIVE: Revisiting the Digital Divide: An Analysis of Mobile Technology Depth and Service Breadth in the BRIC Countries. <i>Journal of Product Innovation Management</i> , 2009, 26, 455-466.	9.5	34
92	Shedding light on the CMO revolving door: a study of the antecedents of Chief Marketing Officer turnover. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 93-118.	11.2	34
93	A Balance Model for Evaluating Firms for Acquisition. <i>Management Science</i> , 1991, 37, 331-349.	4.1	26
94	Assessing the relationship between the user-based market share and unit sales-based market share for pirated software brands in competitive markets. <i>Technological Forecasting and Social Change</i> , 1997, 55, 131-144.	11.6	26
95	A new product growth model with a dynamic market potential. <i>Long Range Planning</i> , 1979, 12, 51-58.	4.9	25
96	Feedback Approaches to Modeling Structural Shifts in Market Response. <i>Journal of Marketing</i> , 1980, 44, 71.	11.3	25
97	Cross-Platform Spillover Effects in Consumption of Viral Content: A Quasi-Experimental Analysis Using Synthetic Controls. <i>Information Systems Research</i> , 2020, 31, 449-472.	3.7	24
98	Signaling virtue: Does firm corporate social performance trajectory moderate the social performance–financial performance relationship?. <i>Journal of Business Research</i> , 2017, 81, 86-95.	10.2	23
99	Innovation diffusion: A deterministic model of space-time integration with physical analog. <i>Socio-Economic Planning Sciences</i> , 1977, 11, 25-29.	5.0	18
100	Pricing and diffusion of primary and contingent products. <i>Technological Forecasting and Social Change</i> , 1991, 39, 291-307.	11.6	17
101	The Use of Computers in Hospitals: An Analysis of Adopters and Nonadopters. <i>Interfaces</i> , 1977, 7, 95-107.	1.5	16
102	Facial Representation of Multivariate Data. <i>Journal of Marketing</i> , 1981, 45, 53.	11.3	15
103	Market discontinuities and strategic planning: A research agenda. <i>Technological Forecasting and Social Change</i> , 1989, 36, 185-199.	11.6	15
104	Use of Binary Attributes in the Multiplicative Competitive Interactive Choice Model. <i>Journal of Consumer Research</i> , 1978, 5, 210.	5.1	13
105	Erratum to “Innovation Diffusion in a Dynamic Potential Adopter Population”. <i>Management Science</i> , 1982, 28, 1087-1087.	4.1	13
106	Parameter Estimation in Marketing Models in the Presence of Influential Response Data: Robust Regression and Applications. <i>Journal of Marketing Research</i> , 1984, 21, 268.	4.8	12
107	How Much Anti-Piracy Effort is Too Much? - A Study of the Global Software Industry. <i>SSRN Electronic Journal</i> , 2005, , .	0.4	10
108	Temporal product bundling with myopic and strategic consumers: Manifestations and relative effectiveness. <i>Quantitative Marketing and Economics</i> , 2017, 15, 341-368.	1.5	10

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109	A Conjoint Analysis-Based Procedure to Measure Reservation Price and to Optimally Price Product Bundles. , 1999, , 157-174.		9
110	Modeling the diffusion of public policy innovations among the U.S. States. Socio-Economic Planning Sciences, 1977, 11, 259-263.	5.0	8
111	Parameter Estimation in Marketing Models in the Presence of Influential Response Data: Robust Regression and Applications. Journal of Marketing Research, 1984, 21, 268-277.	4.8	7
112	Can You See the Chasm?. Review of Marketing Research, 2009, , 38-57.	0.2	7
113	Assessing the impact of patent infringement on new product sales. Technological Forecasting and Social Change, 1985, 28, 13-27.	11.6	6
114	Un modÃ©le de diffusion des produits nouveaux intÃ©grant un effet d'imitation variable. Recherche Et Applications En Marketing, 1987, 2, 17-33.	0.5	2
115	Tasting the Tea after a 15-Year Brew: Editorial Reflections on the 1995â€”1997 Years. Journal of Marketing Research, 2014, 51, 120-126.	4.8	2
116	Marketing Self-Improvement Programs for Self-Signaling Consumers. Marketing Science, 2018, 37, 912-929.	4.1	2
117	Dynamics and peer effects of brand revenue in college sports. International Journal of Research in Marketing, 2020, 37, 756-771.	4.2	2
118	Cross-Platform Spillover Effects in Consumption of Rich Digital Media. SSRN Electronic Journal, 0, , .	0.4	1
119	Environment and Public Policy in the United States: A Diffusion Analysis. , 1978, , 441-468.		1
120	Computers in hospitals: An innovation study. Technological Forecasting and Social Change, 1979, 13, 169-186.	11.6	0