

# 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	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
2	Dynamics and peer effects of brand revenue in college sports. <i>International Journal of Research in Marketing</i> , 2020, 37, 756-771.	4.2	2
3	Marketing Self-Improvement Programs for Self-Signaling Consumers. <i>Marketing Science</i> , 2018, 37, 912-929.	4.1	2
4	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
5	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
6	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
7	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
8	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
9	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
10	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
11	Tasting the Tea after a 15-Year Brew: Editorial Reflections on the 1995'™1997 Years. <i>Journal of Marketing Research</i> , 2014, 51, 120-126.	4.8	2
12	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
13	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
14	Driven to Be Good: A Stakeholder Theory Perspective on the Drivers of Corporate Social Performance. <i>Journal of Business Ethics</i> , 2013, 117, 313-331.	6.0	131
15	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
16	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
17	Optimal Bundling of Technological Products with Network Externality. <i>Management Science</i> , 2010, 56, 2224-2236.	4.1	121
18	Innovation diffusion and new product growth models: A critical review and research directions. <i>International Journal of Research in Marketing</i> , 2010, 27, 91-106.	4.2	708

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19	The Design and Pricing of Bundles: A Review of Normative Guidelines and Practical Approaches. , 2009, , .		67
20	PERSPECTIVE: Revisiting the Digital Divide: An Analysis of Mobile Technology Depth and Service Breadth in the BRIC Countries. Journal of Product Innovation Management, 2009, 26, 455-466.	9.5	34
21	Can You See the Chasm?. Review of Marketing Research, 2009, , 38-57.	0.2	7
22	Delight by Design: The Role of Hedonic Versus Utilitarian Benefits. Journal of Marketing, 2008, 72, 48-63.	11.3	379
23	Chief Marketing Officers: A Study of Their Presence in Firms'Top Management Teams. Journal of Marketing, 2008, 72, 65-81.	11.3	108
24	Delight by Design: The Role of Hedonic versus Utilitarian Benefits. Journal of Marketing, 2008, 72, 48-63.	11.3	718
25	Chief Marketing Officers: A Study of Their Presence in Firms'Top Management Teams. Journal of Marketing, 2008, 72, 65-81.	11.3	116
26	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
27	Research Note" Sole Entrant, Co-optor, or Component Supplier: Optimal End-Product Strategies for Manufacturers of Proprietary Component Brands. Management Science, 2006, 52, 613-622.	4.1	41
28	Managing electronic commerce retail transaction costs for customer value. Decision Support Systems, 2006, 42, 898-914.	5.9	66
29	Consumers in a multichannel environment: Product utility, process utility, and channel choice. Journal of Interactive Marketing, 2005, 19, 12-30.	6.2	342
30	How Much Anti-Piracy Effort is Too Much? - A Study of the Global Software Industry. SSRN Electronic Journal, 2005, , .	0.4	10
31	Product Entry Timing in Dual Distribution Channels: The Case of the Movie Industry. Review of Marketing Science, 2004, 2, .	0.7	39
32	The Effect of Piracy on the Market Penetration of Subscription Software. The Journal of Business, 2004, 77, S81-S107.	2.1	35
33	When is a Preannounced New Product Likely to be Delayed?. Journal of Marketing, 2004, 68, 101-113.	11.3	102
34	Consumer Switching Costs: A Typology, Antecedents, and Consequences. Journal of the Academy of Marketing Science, 2003, 31, 109-126.	11.2	1,252
35	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
36	How many pirates should a software firm tolerate?. International Journal of Research in Marketing, 2003, 20, 337-353.	4.2	93

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37	The Dot.com Retail Failures of 2000: Were There Any Winners?. Journal of the Academy of Marketing Science, 2002, 30, 474-486.	11.2	74
38	Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables. Marketing Science, 2001, 20, 284-299.	4.1	124
39	The Effect of Reward Structures on the Performance of Cross-Functional Product Development Teams. Journal of Marketing, 2001, 65, 35-53.	11.3	271
40	Dynamic co-marketing alliances: When and why do they succeed or fail?. International Journal of Research in Marketing, 2000, 17, 3-31.	4.2	52
41	Marketing modeling for e-business. International Journal of Research in Marketing, 2000, 17, 215-225.	4.2	40
42	A Conjoint Analysis-Based Procedure to Measure Reservation Price and to Optimally Price Product Bundles. , 1999, , 157-174.		9
43	Managing New Product Definition in Highly Dynamic Environments. Management Science, 1998, 44, S50-S64.	4.1	162
44	When Is It Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch?. Journal of Marketing Research, 1998, 35, 488.	4.8	51
45	When is it Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch?. Journal of Marketing Research, 1998, 35, 488-495.	4.8	59
46	Products with Branded Components: An Approach for Premium Pricing and Partner Selection. Marketing Science, 1997, 16, 146-165.	4.1	96
47	Editorial: Issues and Opportunities in New Product Development: An Introduction to the Special Issue. Journal of Marketing Research, 1997, 34, 1.	4.8	275
48	Issues and Opportunities in New Product Development: An Introduction to the Special Issue. Journal of Marketing Research, 1997, 34, 1-12.	4.8	410
49	Assessing the relationship between the user-based market share and unit sales-based market share for pirated software brands in competitive markets. Technological Forecasting and Social Change, 1997, 55, 131-144.	11.6	26
50	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
51	Facilitating Coordination in Customer Support Teams: A Framework and Its Implications for the Design of Information Technology. Management Science, 1995, 41, 1900-1921.	4.1	48
52	Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion. Journal of Marketing, 1995, 59, 29-37.	11.3	262
53	Waterfall and sprinkler new-product strategies in competitive global markets. International Journal of Research in Marketing, 1995, 12, 105-119.	4.2	164
54	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

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55	Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion. Journal of Marketing, 1995, 59, 29.	11.3	173
56	Innovation diffusion in a borderless global market: Will the 1992 unification of the European Community accelerate diffusion of new ideas, products, and technologies?. Technological Forecasting and Social Change, 1994, 45, 221-235.	11.6	69
57	An Approach to Assess the Importance of Brand Equity in Acquisition Decisions. Journal of Product Innovation Management, 1994, 11, 221-235.	9.5	63
58	A Probabilistic Approach to Pricing a Bundle of Products or Services. Journal of Marketing Research, 1993, 30, 494.	4.8	87
59	Assessing the Impact of Competitive Entry on Market Expansion and Incumbent Sales. Journal of Marketing, 1993, 57, 39.	11.3	74
60	Chapter 8 New-product diffusion models. Handbooks in Operations Research and Management Science, 1993, , 349-408.	0.6	134
61	Assessing the Impact of Competitive Entry on Market Expansion and Incumbent Sales. Journal of Marketing, 1993, 57, 39-52.	11.3	112
62	New Product Models: Practice, Shortcomings and Desired Improvements. Journal of Product Innovation Management, 1992, 9, 128-139.	9.5	130
63	Pricing and diffusion of primary and contingent products. Technological Forecasting and Social Change, 1991, 39, 291-307.	11.6	17
64	A Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis. Journal of Marketing Research, 1991, 28, 347-354.	4.8	111
65	A Balance Model for Evaluating Firms for Acquisition. Management Science, 1991, 37, 331-349.	4.1	26
66	Innovation Diffusion in the Presence of Supply Restrictions. Marketing Science, 1991, 10, 83-90.	4.1	121
67	On the Creation of Acceptable Conjoint Analysis Experimental Designs. Decision Sciences, 1991, 22, 435-442.	4.5	40
68	New Product Diffusion Models in Marketing: A Review and Directions for Research. , 1991, , 125-177.		401
69	A Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis. Journal of Marketing Research, 1991, 28, 347.	4.8	95
70	Market Share Pioneering Advantage: A Theoretical Approach. Management Science, 1990, 36, 900-918.	4.1	80
71	Determination of Adopter Categories by Using Innovation Diffusion Models. Journal of Marketing Research, 1990, 27, 37-50.	4.8	215
72	New Product Diffusion Models in Marketing: A Review and Directions for Research. Journal of Marketing, 1990, 54, 1-26.	11.3	4,924

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73	Determination of Adopter Categories by Using Innovation Diffusion Models. Journal of Marketing Research, 1990, 27, 37.	4.8	222
74	New Product Diffusion Models in Marketing: A Review and Directions for Research. Journal of Marketing, 1990, 54, 1.	11.3	895
75	Market discontinuities and strategic planning: A research agenda. Technological Forecasting and Social Change, 1989, 36, 185-199.	11.6	15
76	The Adoption of the M-Form Organizational Structure: A Test of Imitation Hypothesis. Management Science, 1988, 34, 1188-1201.	4.1	72
77	New product forecasting models. International Journal of Forecasting, 1988, 4, 341-358.	6.5	74
78	New Product Development Process: A Perspective for Reexamination. Journal of Product Innovation Management, 1988, 5, 304-310.	9.5	64
79	Marketing Hype: A New Perspective for New Product Research and Introduction. Journal of Product Innovation Management, 1987, 4, 43-49.	9.5	92
80	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
81	A simple algebraic estimation procedure for innovation diffusion models of new product acceptance. Technological Forecasting and Social Change, 1986, 30, 331-345.	11.6	55
82	Advertising Pulsing Policies for Generating Awareness for New Products. Marketing Science, 1986, 5, 89-106.	4.1	172
83	CORPORATE BOARD SIZE, COMPOSITION AND CORPORATE FAILURES IN RETAILING INDUSTRY[1]. Journal of Management Studies, 1985, 22, 400-417.	8.3	440
84	Risk/Return Performance of Diversified Firms. Management Science, 1985, 31, 785-799.	4.1	274
85	A multi-attribute diffusion model for forecasting the adoption of investment alternatives for consumers. Technological Forecasting and Social Change, 1985, 28, 325-333.	11.6	52
86	Assessing the impact of patent infringement on new product sales. Technological Forecasting and Social Change, 1985, 28, 13-27.	11.6	6
87	Models for Innovation Diffusion. , 1985, , .		514
88	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
89	Introduction Strategy for New Products with Positive and Negative Word-of-Mouth. Management Science, 1984, 30, 1389-1404.	4.1	308
90	Parameter Estimation in Marketing Models in the Presence of Influential Response Data: Robust Regression and Applications. Journal of Marketing Research, 1984, 21, 268.	4.8	12

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91	Constrained classification: The use of a priori information in cluster analysis. Psychometrika, 1984, 49, 187-215.	2.1	58
92	An Empirical Comparison of Awareness Forecasting Models of New Product Introduction. Marketing Science, 1984, 3, 179-197.	4.1	65
93	A Nonuniform Influence Innovation Diffusion Model of New Product Acceptance. Marketing Science, 1983, 2, 273-295.	4.1	221
94	Maximum Likelihood Estimation for an Innovation Diffusion Model of New Product Acceptance. Marketing Science, 1982, 1, 57-78.	4.1	225
95	Erratum to "Innovation Diffusion in a Dynamic Potential Adopter Population". Management Science, 1982, 28, 1087-1087.	4.1	13
96	A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships. Journal of Marketing Research, 1982, 19, 334.	4.8	49
97	A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships. Journal of Marketing Research, 1982, 19, 334-342.	4.8	79
98	A nonsymmetric responding logistic model for forecasting technological substitution. Technological Forecasting and Social Change, 1981, 20, 199-213.	11.6	122
99	Facial Representation of Multivariate Data. Journal of Marketing, 1981, 45, 53.	11.3	15
100	A NOTE ON PROCEDURES FOR TESTING THE QUALITY OF A CLUSTERING OF A SET OF OBJECTS. Decision Sciences, 1980, 11, 669-677.	4.5	44
101	Early Warning Indicators of Business Failure. Journal of Marketing, 1980, 44, 80-89.	11.3	84
102	Feedback Approaches to Modeling Structural Shifts in Market Response. Journal of Marketing, 1980, 44, 71.	11.3	25
103	Early Warning Indicators of Business Failure. Journal of Marketing, 1980, 44, 80.	11.3	56
104	Adaptive technological substitution models. Technological Forecasting and Social Change, 1980, 18, 129-139.	11.6	57
105	Innovation Diffusion and New Product Growth Models in Marketing. Journal of Marketing, 1979, 43, 55-68.	11.3	238
106	Innovation Diffusion and New Product Growth Models in Marketing. Journal of Marketing, 1979, 43, 55.	11.3	193
107	A new product growth model with a dynamic market potential. Long Range Planning, 1979, 12, 51-58.	4.9	25
108	First-purchase diffusion models of new-product acceptance. Technological Forecasting and Social Change, 1979, 15, 127-146.	11.6	49

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109	Integrating time and space in technological substitution models. Technological Forecasting and Social Change, 1979, 14, 231-241.	11.6	71
110	Computers in hospitals: An innovation study. Technological Forecasting and Social Change, 1979, 13, 169-186.	11.6	0
111	Use of Binary Attributes in the Multiplicative Competitive Interactive Choice Model. Journal of Consumer Research, 1978, 5, 210.	5.1	13
112	An Approach to Normative Segmentation. Journal of Marketing Research, 1978, 15, 338.	4.8	41
113	Innovation Diffusion in a Dynamic Potential Adopter Population. Management Science, 1978, 24, 1589-1597.	4.1	237
114	Environment and Public Policy in the United States: A Diffusion Analysis. , 1978, , 441-468.		1
115	The Use of Computers in Hospitals: An Analysis of Adopters and Nonadopters. Interfaces, 1977, 7, 95-107.	1.5	16
116	Generalized model for the time pattern of the diffusion process. IEEE Transactions on Engineering Management, 1977, EM-24, 12-18.	3.5	41
117	Parameter Estimation in Marketing Models in the Presence of Multicollinearity: An Application of Ridge Regression. Journal of Marketing Research, 1977, 14, 586-591.	4.8	67
118	Modeling the diffusion of public policy innovations among the U.S. States. Socio-Economic Planning Sciences, 1977, 11, 259-263.	5.0	8
119	Innovation diffusion: A deterministic model of space-time integration with physical analog. Socio-Economic Planning Sciences, 1977, 11, 25-29.	5.0	18
120	Cross-Platform Spillover Effects in Consumption of Rich Digital Media. SSRN Electronic Journal, 0, , .	0.4	1