

# G Zaccour

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10776983/publications.pdf>

Version: 2024-02-01

5  
papers

328  
citations

1683354

5  
h-index

2053342

5  
g-index

5  
all docs

5  
docs citations

5  
times ranked

181  
citing authors

| # | ARTICLE   | IF  | CITATIONS |
|---|---|-----|-----------|
| 1 | Cooperative Advertising in a Marketing Channel. Journal of Optimization Theory and Applications, 2001, 110, 145-158.  | 0.8 | 133       |
| 2 | Equilibrium Pricing and Advertising Strategies in a Marketing Channel. Journal of Optimization Theory and Applications, 1999, 102, 111-125.                 | 0.8 | 93        |
| 3 | Pricing and Advertising of Private and National Brands in a Dynamic Marketing Channel. Journal of Optimization Theory and Applications, 2008, 137, 465-483. | 0.8 | 42        |
| 4 | Advertising Strategies in a Differential Game with Negative Competitor's Interference. Journal of Optimization Theory and Applications, 2009, 140, 153-170. | 0.8 | 33        |
| 5 | Coordination of Advertising Strategies in a Fashion Licensing Contract. Journal of Optimization Theory and Applications, 2009, 142, 31-53.                  | 0.8 | 27        |