

G Zaccour

List of Publications by Year in descending order

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

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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	Advertising Strategies in a Differential Game with Negative Competitor's Interference. Journal of Optimization Theory and Applications, 2009, 140, 153-170.	0.8	33
2	Coordination of Advertising Strategies in a Fashion Licensing Contract. Journal of Optimization Theory and Applications, 2009, 142, 31-53.	0.8	27
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	Cooperative Advertising in a Marketing Channel. Journal of Optimization Theory and Applications, 2001, 110, 145-158.	0.8	133
5	Equilibrium Pricing and Advertising Strategies in a Marketing Channel. Journal of Optimization Theory and Applications, 1999, 102, 111-125.	0.8	93