

Z John Zhang

List of Publications by Year in descending order

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Version: 2024-02-01

41
papers

5,299
citations

201674

27
h-index

315739

38
g-index

41
all docs

41
docs citations

41
times ranked

2739
citing authors

#	ARTICLE	IF	CITATIONS
1	Agency Selling or Reselling? Channel Structures in Electronic Retailing. <i>Management Science</i> , 2016, 62, 2259-2280.	4.1	610
2	Fairness and Channel Coordination. <i>Management Science</i> , 2007, 53, 1303-1314.	4.1	569
3	How Should Consumers'™ Willingness to Pay be Measured? An Empirical Comparison of State-of-the-Art Approaches. <i>Journal of Marketing Research</i> , 2011, 48, 172-184.	4.8	335
4	Competitive Coupon Targeting. <i>Marketing Science</i> , 1995, 14, 395-416.	4.1	324
5	Putting one-to-one marketing to work: Personalization, customization, and choice. <i>Marketing Letters</i> , 2008, 19, 305-321.	2.9	318
6	Individual Marketing with Imperfect Targetability. <i>Marketing Science</i> , 2001, 20, 23-41.	4.1	285
7	Channel Coordination in the Presence of a Dominant Retailer. <i>Marketing Science</i> , 2005, 24, 254-262.	4.1	283
8	Competitive One-to-One Promotions. <i>Management Science</i> , 2002, 48, 1143-1160.	4.1	236
9	Do we care what others Get? A Behaviorist Approach to Targeted Promotions. <i>Journal of Marketing Research</i> , 2002, 39, 277-291.	4.8	213
10	Research Note"™The Benefits of Personalized Pricing in a Channel. <i>Marketing Science</i> , 2006, 25, 97-105.	4.1	211
11	From Story Line to Box Office: A New Approach for Green-Lighting Movie Scripts. <i>Management Science</i> , 2007, 53, 881-893.	4.1	201
12	Pay to Switch or Pay to Stay: Preference-Based Price Discrimination in Markets with Switching Costs. <i>Journal of Economics and Management Strategy</i> , 2000, 9, 397-424.	0.8	155
13	Augmenting Conjoint Analysis to Estimate Consumer Reservation Price. <i>Management Science</i> , 2002, 48, 1350-1368.	4.1	150
14	Store within a Store. <i>Journal of Marketing Research</i> , 2010, 47, 748-763.	4.8	146
15	Consumer Heterogeneity and Competitive Price-Matching Guarantees. <i>Marketing Science</i> , 2001, 20, 300-314.	4.1	121
16	Dynamic targeted pricing with strategic consumers. <i>International Journal of Industrial Organization</i> , 2009, 27, 43-50.	1.2	119
17	Research Note"™Price Discrimination After the Purchase: Rebates as State-Dependent Discounts. <i>Management Science</i> , 2005, 51, 1131-1140.	4.1	97
18	The Optimal Choice of Promotional Vehicles: Front-Loaded or Rear-Loaded Incentives?. <i>Management Science</i> , 2000, 46, 348-362.	4.1	95

#	ARTICLE	IF	CITATIONS
19	The interrelationships between brand and channel choice. <i>Marketing Letters</i> , 2014, 25, 319-330.	2.9	89
20	Note on Self-Restraint as an Online Entry-Deterrence Strategy. <i>Management Science</i> , 2006, 52, 1799-1809.	4.1	86
21	Pay to Switch or Pay to Stay: Preference-Based Price Discrimination in Markets with Switching Costs. <i>Journal of Economics and Management Strategy</i> , 2000, 9, 397-424.	0.8	79
22	Price-Matching Policy and the Principle of Minimum Differentiation. <i>Journal of Industrial Economics</i> , 1995, 43, 287.	1.3	75
23	Short- or Long-Duration Coupons: The Effect of the Expiration Date on the Profitability of Coupon Promotions. <i>Management Science</i> , 1999, 45, 1041-1056.	4.1	63
24	Assessing Box Office Performance Using Movie Scripts: A Kernel-Based Approach. <i>IEEE Transactions on Knowledge and Data Engineering</i> , 2014, 26, 2639-2648.	5.7	62
25	A Price Discrimination Model of Trade Promotions. <i>Marketing Science</i> , 2008, 27, 779-795.	4.1	58
26	Pay-as-You-Wish Pricing. <i>Marketing Science</i> , 2017, 36, 780-791.	4.1	57
27	Turf Wars: Product Line Strategies in Competitive Markets. <i>Marketing Science</i> , 2016, 35, 128-141.	4.1	35
28	The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers'™ preferences for loud versus quiet luxury?. <i>Journal of Brand Management</i> , 2020, 27, 195-210.	3.5	31
29	Dynamic Targeted Promotions. <i>Journal of Service Research</i> , 2004, 7, 3-19.	12.2	30
30	Incorporating Behavioral Anomalies in Strategic Models. <i>Marketing Letters</i> , 2005, 16, 361-373.	2.9	28
31	The Strategic Value of High-Cost Customers. <i>Management Science</i> , 2014, 60, 494-507.	4.1	27
32	How Do Consumer Characteristics Affect the Bias in Measuring Willingness to Pay for Innovative Products?. <i>Journal of Product Innovation Management</i> , 2013, 30, 1042-1053.	9.5	26
33	Marketing modeling reality and the realities of marketing modeling. <i>Marketing Letters</i> , 2010, 21, 317-333.	2.9	19
34	A de-biased direct question approach to measuring consumers' willingness to pay. <i>International Journal of Research in Marketing</i> , 2021, 38, 70-84.	4.2	15
35	Should Price Increases Be Targeted?â€”Pricing Power and Selective vs. Across-the-Board Price Increases. <i>Management Science</i> , 2007, 53, 1407-1422.	4.1	12
36	To Platform-Sell or Resell? Channel Structures in Electronic Retailing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	12

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37	Product line competition and price promotions. Quantitative Marketing and Economics, 2011, 9, 275-299.	1.5	10
38	Exclusive Handset Arrangements in the Wireless Industry: A Competitive Analysis. Marketing Science, 2013, 32, 246-270.	4.1	10
39	Customer Value-Based Management: Competitive Implications. SSRN Electronic Journal, 2008, , .	0.4	7
40	A Theory of Conventional Channel with Kickbacks. SSRN Electronic Journal, 0, , .	0.4	0
41	Rejoinder on "Erratum on the Pay-as-You-Wish Model by Chen et al. (2017)". Marketing Science, 2022, 41, 658-658.	4.1	0