

Z John Zhang

List of Publications by Year in descending order

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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	Rejoinder on "Erratum on the Pay-as-You-Wish Model by Chen et al. (2017)" Marketing Science, 2022, 41, 658-658.	4.1	0
2	A de-biased direct question approach to measuring consumers' willingness to pay. International Journal of Research in Marketing, 2021, 38, 70-84.	4.2	15
3	The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers' preferences for loud versus quiet luxury?. Journal of Brand Management, 2020, 27, 195-210.	3.5	31
4	Pay-as-You-Wish Pricing. Marketing Science, 2017, 36, 780-791.	4.1	57
5	Turf Wars: Product Line Strategies in Competitive Markets. Marketing Science, 2016, 35, 128-141.	4.1	35
6	Agency Selling or Reselling? Channel Structures in Electronic Retailing. Management Science, 2016, 62, 2259-2280.	4.1	610
7	Assessing Box Office Performance Using Movie Scripts: A Kernel-Based Approach. IEEE Transactions on Knowledge and Data Engineering, 2014, 26, 2639-2648.	5.7	62
8	The interrelationships between brand and channel choice. Marketing Letters, 2014, 25, 319-330.	2.9	89
9	The Strategic Value of High-Cost Customers. Management Science, 2014, 60, 494-507.	4.1	27
10	How Do Consumer Characteristics Affect the Bias in Measuring Willingness to Pay for Innovative Products?. Journal of Product Innovation Management, 2013, 30, 1042-1053.	9.5	26
11	Exclusive Handset Arrangements in the Wireless Industry: A Competitive Analysis. Marketing Science, 2013, 32, 246-270.	4.1	10
12	Product line competition and price promotions. Quantitative Marketing and Economics, 2011, 9, 275-299.	1.5	10
13	How Should Consumers' Willingness to Pay be Measured? An Empirical Comparison of State-of-the-Art Approaches. Journal of Marketing Research, 2011, 48, 172-184.	4.8	335
14	Marketing modeling reality and the realities of marketing modeling. Marketing Letters, 2010, 21, 317-333.	2.9	19
15	Store within a Store. Journal of Marketing Research, 2010, 47, 748-763.	4.8	146
16	Dynamic targeted pricing with strategic consumers. International Journal of Industrial Organization, 2009, 27, 43-50.	1.2	119
17	Putting one-to-one marketing to work: Personalization, customization, and choice. Marketing Letters, 2008, 19, 305-321.	2.9	318
18	A Price Discrimination Model of Trade Promotions. Marketing Science, 2008, 27, 779-795.	4.1	58

#	ARTICLE	IF	CITATIONS
19	Customer Value-Based Management: Competitive Implications. SSRN Electronic Journal, 2008, , .	0.4	7
20	Fairness and Channel Coordination. Management Science, 2007, 53, 1303-1314.	4.1	569
21	Should Price Increases Be Targeted?â€”Pricing Power and Selective vs. Across-the-Board Price Increases. Management Science, 2007, 53, 1407-1422.	4.1	12
22	From Story Line to Box Office: A New Approach for Green-Lighting Movie Scripts. Management Science, 2007, 53, 881-893.	4.1	201
23	Research Noteâ€”The Benefits of Personalized Pricing in a Channel. Marketing Science, 2006, 25, 97-105.	4.1	211
24	Note on Self-Restraint as an Online Entry-Deterrence Strategy. Management Science, 2006, 52, 1799-1809.	4.1	86
25	Research Noteâ€”Price Discrimination After the Purchase: Rebates as State-Dependent Discounts. Management Science, 2005, 51, 1131-1140.	4.1	97
26	Incorporating Behavioral Anomalies in Strategic Models. Marketing Letters, 2005, 16, 361-373.	2.9	28
27	Channel Coordination in the Presence of a Dominant Retailer. Marketing Science, 2005, 24, 254-262.	4.1	283
28	Dynamic Targeted Promotions. Journal of Service Research, 2004, 7, 3-19.	12.2	30
29	Do we care what others Get? A Behaviorist Approach to Targeted Promotions. Journal of Marketing Research, 2002, 39, 277-291.	4.8	213
30	Augmenting Conjoint Analysis to Estimate Consumer Reservation Price. Management Science, 2002, 48, 1350-1368.	4.1	150
31	Competitive One-to-One Promotions. Management Science, 2002, 48, 1143-1160.	4.1	236
32	Individual Marketing with Imperfect Targetability. Marketing Science, 2001, 20, 23-41.	4.1	285
33	Consumer Heterogeneity and Competitive Price-Matching Guarantees. Marketing Science, 2001, 20, 300-314.	4.1	121
34	The Optimal Choice of Promotional Vehicles: Front-Loaded or Rear-Loaded Incentives?. Management Science, 2000, 46, 348-362.	4.1	95
35	Pay to Switch or Pay to Stay: Preference-Based Price Discrimination in Markets with Switching Costs. Journal of Economics and Management Strategy, 2000, 9, 397-424.	0.8	79
36	Pay to Switch or Pay to Stay: Preference-Based Price Discrimination in Markets with Switching Costs. Journal of Economics and Management Strategy, 2000, 9, 397-424.	0.8	155

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37	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
38	Price-Matching Policy and the Principle of Minimum Differentiation. <i>Journal of Industrial Economics</i> , 1995, 43, 287.	1.3	75
39	Competitive Coupon Targeting. <i>Marketing Science</i> , 1995, 14, 395-416.	4.1	324
40	To Platform-Sell or Resell? Channel Structures in Electronic Retailing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	12
41	A Theory of Conventional Channel with Kickbacks. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0