

John D C Little

List of Publications by Year in descending order

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29
papers

7,896
citations

279798

23
h-index

526287

27
g-index

29
all docs

29
docs citations

29
times ranked

3494
citing authors

#	ARTICLE	IF	CITATIONS
1	OR FORUMâ€™Little's Law as Viewed on Its 50th Anniversary. Operations Research, 2011, 59, 536-549.	1.9	160
2	A Logit Model of Brand Choice Calibrated on Scanner Data. Marketing Science, 2008, 27, 29-48.	4.1	39
3	Commentaryâ€™A Logit Model of Brand Choice Calibrated on Scanner Data: A 25th Anniversary Perspective. Marketing Science, 2008, 27, 26-28.	4.1	10
4	Little's Law. Profiles in Operations Research, 2008, , 81-100.	0.4	189
5	Models and Managers: The Concept of a Decision Calculus. Management Science, 2004, 50, 1841-1853.	4.1	308
6	Comments on â€™Models and Managers: The Concept of a Decision Calculusâ€™. Management Science, 2004, 50, 1854-1860.	4.1	36
7	Choice and the Internet: From Clickstream to Research Stream. Marketing Letters, 2002, 13, 245-258.	2.9	128
8	The History of the Marketing College Is a Work in Progress. Marketing Science, 2001, 20, 364-372.	4.1	4
9	When and what to buy: a nested logit model of coffee purchase. Journal of Forecasting, 1998, 17, 303-326.	2.8	39
10	When and what to buy: a nested logit model of coffee purchase. Journal of Forecasting, 1998, 17, 303-326.	2.8	22
11	Can Advertising Copy Make FSI Coupons More Effective?. Journal of Marketing Research, 1997, 34, 473.	4.8	43
12	Can Advertising Copy Make FSI Coupons More Effective?. Journal of Marketing Research, 1997, 34, 473-484.	4.8	72
13	An Empirical Analysis of Latitude of Price Acceptance in Consumer Package Goods. Journal of Consumer Research, 1994, 21, 408.	5.1	341
14	TAUTOLOGIES, MODELS AND THEORIES: CAN WE FIND â€™LAWSâ€™ OF MANUFACTURING?. IIE Transactions, 1992, 24, 7-13.	2.1	25
15	Estimating Nonlinear Parameters in the Multinomial Logit Model. Marketing Science, 1992, 11, 372-385.	4.1	65
16	CoverStoryâ€™Automated News Finding in Marketing. Interfaces, 1990, 20, 29-38.	1.5	31
17	A Logit Model of Brand Choice Calibrated on Scanner Data. Marketing Science, 1983, 2, 203-238.	4.1	1,658
18	Commentary on â€™Judgment Based Marketing Decision Modelsâ€™. Journal of Marketing, 1981, 45, 24-29.	11.3	31

#	ARTICLE	IF	CITATIONS
19	Commentary on "Judgment Based Marketing Decision Models". Journal of Marketing, 1981, 45, 24.	11.3	37
20	A Theory for Pricing Nonfeatured Products in Supermarkets. The Journal of Business, 1980, 53, S199.	2.1	25
21	Decision Support Systems for Marketing Managers. Journal of Marketing, 1979, 43, 9.	11.3	180
22	Modelle und Manager: Das Konzept eines Decision Calculus. , 1977, , 201-230.		2
23	Reply to "A Comment on a Market Share Theorem". Journal of Marketing Research, 1976, 13, 313-313.	4.8	0
24	BRANDAID: A Marketing-Mix Model, Part 1: Structure. Operations Research, 1975, 23, 628-655.	1.9	198
25	Models and Managers: The Concept of a Decision Calculus. Management Science, 1970, 16, B-466-B-485.	4.1	672
26	A Media Planning Calculus. Operations Research, 1969, 17, 1-35.	1.9	232
27	A Model of Adaptive Control of Promotional Spending. Operations Research, 1966, 14, 1075-1097.	1.9	94
28	An Algorithm for the Traveling Salesman Problem. Operations Research, 1963, 11, 972-989.	1.9	828
29	A Proof for the Queuing Formula: $L = \lambda W$. Operations Research, 1961, 9, 383-387.	1.9	2,427