

John D C Little

List of Publications by Year in descending order

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Version: 2024-02-01

29
papers

7,896
citations

279487

23
h-index

525886

27
g-index

29
all docs

29
docs citations

29
times ranked

3494
citing authors

#	ARTICLE	IF	CITATIONS
1	A Proof for the Queuing Formula: $L = \lambda W$. Operations Research, 1961, 9, 383-387.	1.2	2,427
2	A Logit Model of Brand Choice Calibrated on Scanner Data. Marketing Science, 1983, 2, 203-238.	2.7	1,658
3	An Algorithm for the Traveling Salesman Problem. Operations Research, 1963, 11, 972-989.	1.2	828
4	Models and Managers: The Concept of a Decision Calculus. Management Science, 1970, 16, B-466-B-485.	2.4	672
5	An Empirical Analysis of Latitude of Price Acceptance in Consumer Package Goods. Journal of Consumer Research, 1994, 21, 408.	3.5	341
6	Models and Managers: The Concept of a Decision Calculus. Management Science, 2004, 50, 1841-1853.	2.4	308
7	A Media Planning Calculus. Operations Research, 1969, 17, 1-35.	1.2	232
8	BRANDAID: A Marketing-Mix Model, Part 1: Structure. Operations Research, 1975, 23, 628-655.	1.2	198
9	Little's Law. Profiles in Operations Research, 2008, , 81-100.	0.3	189
10	Decision Support Systems for Marketing Managers. Journal of Marketing, 1979, 43, 9.	7.0	180
11	OR FORUM—Little's Law as Viewed on Its 50th Anniversary. Operations Research, 2011, 59, 536-549.	1.2	160
12	Choice and the Internet: From Clickstream to Research Stream. Marketing Letters, 2002, 13, 245-258.	1.9	128
13	A Model of Adaptive Control of Promotional Spending. Operations Research, 1966, 14, 1075-1097.	1.2	94
14	Can Advertising Copy Make FSI Coupons More Effective?. Journal of Marketing Research, 1997, 34, 473-484.	3.0	72
15	Estimating Nonlinear Parameters in the Multinomial Logit Model. Marketing Science, 1992, 11, 372-385.	2.7	65
16	Can Advertising Copy Make FSI Coupons More Effective?. Journal of Marketing Research, 1997, 34, 473.	3.0	43
17	When and what to buy: a nested logit model of coffee purchase. Journal of Forecasting, 1998, 17, 303-326.	1.6	39
18	A Logit Model of Brand Choice Calibrated on Scanner Data. Marketing Science, 2008, 27, 29-48.	2.7	39

#	ARTICLE	IF	CITATIONS
19	Commentary on "Judgment Based Marketing Decision Models". Journal of Marketing, 1981, 45, 24.	7.0	37
20	Comments on "Models and Managers: The Concept of a Decision Calculus". Management Science, 2004, 50, 1854-1860.	2.4	36
21	Commentary on "Judgment Based Marketing Decision Models". Journal of Marketing, 1981, 45, 24-29.	7.0	31
22	CoverStory "Automated News Finding in Marketing. Interfaces, 1990, 20, 29-38.	1.6	31
23	TAUTOLOGIES, MODELS AND THEORIES: CAN WE FIND "LAWS" OF MANUFACTURING?. IIE Transactions, 1992, 24, 7-13.	2.1	25
24	A Theory for Pricing Nonfeatured Products in Supermarkets. The Journal of Business, 1980, 53, S199.	2.1	25
25	When and what to buy: a nested logit model of coffee purchase. Journal of Forecasting, 1998, 17, 303-326.	1.6	22
26	Commentary "A Logit Model of Brand Choice Calibrated on Scanner Data: A 25th Anniversary Perspective. Marketing Science, 2008, 27, 26-28.	2.7	10
27	The History of the Marketing College Is a Work in Progress. Marketing Science, 2001, 20, 364-372.	2.7	4
28	Modelle und Manager: Das Konzept eines Decision Calculus. , 1977, , 201-230.		2
29	Reply to "A Comment on a Market Share Theorem". Journal of Marketing Research, 1976, 13, 313-313.	3.0	0