

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 | OR FORUMâ€™Little's Law as Viewed on Its 50th Anniversary. Operations Research, 2011, 59, 536-549. | 1.2 | 160 |
| 2 | A Logit Model of Brand Choice Calibrated on Scanner Data. Marketing Science, 2008, 27, 29-48. | 2.7 | 39 |
| 3 | Commentaryâ€™A Logit Model of Brand Choice Calibrated on Scanner Data: A 25th Anniversary Perspective. Marketing Science, 2008, 27, 26-28. | 2.7 | 10 |
| 4 | Little's Law. Profiles in Operations Research, 2008, , 81-100. | 0.3 | 189 |
| 5 | Models and Managers: The Concept of a Decision Calculus. Management Science, 2004, 50, 1841-1853. | 2.4 | 308 |
| 6 | Comments on â€œModels and Managers: The Concept of a Decision Calculusâ€• Management Science, 2004, 50, 1854-1860. | 2.4 | 36 |
| 7 | Choice and the Internet: From Clickstream to Research Stream. Marketing Letters, 2002, 13, 245-258. | 1.9 | 128 |
| 8 | The History of the Marketing College Is a Work in Progress. Marketing Science, 2001, 20, 364-372. | 2.7 | 4 |
| 9 | When and what to buy: a nested logit model of coffee purchase. Journal of Forecasting, 1998, 17, 303-326. | 1.6 | 39 |
| 10 | When and what to buy: a nested logit model of coffee purchase. Journal of Forecasting, 1998, 17, 303-326. | 1.6 | 22 |
| 11 | Can Advertising Copy Make FSI Coupons More Effective?. Journal of Marketing Research, 1997, 34, 473. | 3.0 | 43 |
| 12 | Can Advertising Copy Make FSI Coupons More Effective?. Journal of Marketing Research, 1997, 34, 473-484. | 3.0 | 72 |
| 13 | An Empirical Analysis of Latitude of Price Acceptance in Consumer Package Goods. Journal of Consumer Research, 1994, 21, 408. | 3.5 | 341 |
| 14 | TAUTOLOGIES, MODELS AND THEORIES: CAN WE FIND â€œLAWSâ€•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. | 2.7 | 65 |
| 16 | CoverStoryâ€™Automated News Finding in Marketing. Interfaces, 1990, 20, 29-38. | 1.6 | 31 |
| 17 | A Logit Model of Brand Choice Calibrated on Scanner Data. Marketing Science, 1983, 2, 203-238. | 2.7 | 1,658 |
| 18 | Commentary on â€œJudgment Based Marketing Decision Modelsâ€• Journal of Marketing, 1981, 45, 24-29. | 7.0 | 31 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Commentary on "Judgment Based Marketing Decision Models". Journal of Marketing, 1981, 45, 24. | 7.0 | 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. | 7.0 | 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. | 3.0 | 0 |
| 24 | BRANDAID: A Marketing-Mix Model, Part 1: Structure. Operations Research, 1975, 23, 628-655. | 1.2 | 198 |
| 25 | Models and Managers: The Concept of a Decision Calculus. Management Science, 1970, 16, B-466-B-485. | 2.4 | 672 |
| 26 | A Media Planning Calculus. Operations Research, 1969, 17, 1-35. | 1.2 | 232 |
| 27 | A Model of Adaptive Control of Promotional Spending. Operations Research, 1966, 14, 1075-1097. | 1.2 | 94 |
| 28 | An Algorithm for the Traveling Salesman Problem. Operations Research, 1963, 11, 972-989. | 1.2 | 828 |
| 29 | A Proof for the Queuing Formula: $L = \lambda W$. Operations Research, 1961, 9, 383-387. | 1.2 | 2,427 |