

# Stefan Stremersch

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10859615/publications.pdf>

Version: 2024-02-01

50  
papers

4,393  
citations

159358

30  
h-index

189595

50  
g-index

53  
all docs

53  
docs citations

53  
times ranked

2640  
citing authors

#	ARTICLE	IF	CITATIONS
1	The value of context-specific studies for marketing. <i>Journal of the Academy of Marketing Science</i> , 2023, 51, 50-65.	7.2	18
2	Grassroots innovation success: The role of self-determination and leadership style. <i>International Journal of Research in Marketing</i> , 2022, 39, 396-414.	2.4	4
3	The Rise of New Technologies in Marketing: A Framework and Outlook. <i>Journal of Marketing</i> , 2022, 86, 1-6.	7.0	48
4	The Study of Important Marketing Issues: Reflections. <i>International Journal of Research in Marketing</i> , 2021, 38, 12-17.	2.4	16
5	The Impact of Informational and Emotional Television Ad Content on Online Search and Sales. <i>Journal of Marketing Research</i> , 2021, 58, 299-320.	3.0	27
6	Faculty Research Incentives and Business School Health: A New Perspective from and for Marketing. <i>Journal of Marketing</i> , 2021, 85, 1-21.	7.0	21
7	Tournaments to Crowdfund Innovation: The Role of Moderator Feedback and Participation Intensity. <i>Journal of Marketing</i> , 2019, 83, 138-157.	7.0	68
8	Gear Manufacturers as Contestants in Sports Competitions: Breeding and Branding Returns. <i>Journal of Marketing</i> , 2019, 83, 126-144.	7.0	5
9	Advertising non-premium products as if they were premium: The impact of advertising up on advertising elasticity and brand equity. <i>International Journal of Research in Marketing</i> , 2018, 35, 471-489.	2.4	21
10	Predicting the Consequences of Marketing Policy Changes: A New Data Enrichment Method with Competitive Reactions. <i>Journal of Marketing Research</i> , 2017, 54, 720-736.	3.0	3
11	Marketing Models for the Life Sciences Industry. <i>Profiles in Operations Research</i> , 2017, , 385-430.	0.3	3
12	Drug Detailing and Doctors'™ Prescription Decisions: The Role of Information Content in the Face of Competitive Entry. <i>Marketing Science</i> , 2016, 35, 915-933.	2.7	15
13	Unraveling scientific impact: Citation types in marketing journals. <i>International Journal of Research in Marketing</i> , 2015, 32, 64-77.	2.4	70
14	Grassroots Innovation: A Promising Innovation Paradigm for Pharmaceutical Companies. <i>International Series in Quantitative Marketing</i> , 2014, , 119-148.	0.5	5
15	The Successful Launch and Diffusion of New Therapies. <i>International Series in Quantitative Marketing</i> , 2014, , 189-223.	0.5	4
16	The commercial contribution of clinical studies for pharmaceutical drugs. <i>International Journal of Research in Marketing</i> , 2014, 31, 65-77.	2.4	16
17	From academic research to marketing practice: Some further thoughts. <i>International Journal of Research in Marketing</i> , 2014, 31, 144-146.	2.4	19
18	Variable selection in international diffusion models. <i>International Journal of Research in Marketing</i> , 2014, 31, 356-367.	2.4	8

#	ARTICLE	IF	CITATIONS
19	From academic research to marketing practice: Exploring the marketing science value chain. <i>International Journal of Research in Marketing</i> , 2014, 31, 127-140.	2.4	78
20	The effect of customer empowerment on adherence to expert advice. <i>International Journal of Research in Marketing</i> , 2014, 31, 293-308.	2.4	52
21	The Relationship Between DTCA, Drug Requests, and Prescriptions: Uncovering Variation in Specialty and Space. <i>Marketing Science</i> , 2013, 32, 89-110.	2.7	39
22	Dynamics in the international market segmentation of new product growth. <i>International Journal of Research in Marketing</i> , 2012, 29, 81-92.	2.4	32
23	The global entry of new pharmaceuticals: A joint investigation of launch window and price. <i>International Journal of Research in Marketing</i> , 2011, 28, 295-308.	2.4	26
24	Predictably Non-Bayesian: Quantifying Salience Effects in Physician Learning About Drug Quality. <i>Marketing Science</i> , 2011, 30, 305-320.	2.7	35
25	Multihoming in Two-Sided Markets: An Empirical Inquiry in the Video Game Console Industry. <i>Journal of Marketing</i> , 2011, 75, 39-54.	7.0	152
26	Does new product growth accelerate across technology generations?. <i>Marketing Letters</i> , 2010, 21, 103-120.	1.9	51
27	Database Submission – The Evolving Social Network of Marketing Scholars. <i>Marketing Science</i> , 2010, 29, 561-567.	2.7	40
28	Marketing of the Life Sciences: A New Framework and Research Agenda for a Nascent Field. <i>Journal of Marketing</i> , 2009, 73, 4-30.	7.0	89
29	The Effect of Superstar Software on Hardware Sales in System Markets. <i>Journal of Marketing</i> , 2009, 73, 88-104.	7.0	116
30	Marketing of the Life Sciences: A New Framework and Research Agenda for a Nascent Field. <i>Journal of Marketing</i> , 2009, 73, 4-30.	7.0	89
31	Modeling Global Spillover of New Product Takeoff. <i>Journal of Marketing Research</i> , 2009, 46, 637-652.	3.0	64
32	Sales Growth of New Pharmaceuticals Across the Globe: The Role of Regulatory Regimes. <i>Marketing Science</i> , 2009, 28, 690-708.	2.7	67
33	Health and marketing: The emergence of a new field of research. <i>International Journal of Research in Marketing</i> , 2008, 25, 229-233.	2.4	67
34	Indirect Network Effects in New Product Growth. <i>Journal of Marketing</i> , 2007, 71, 52-74.	7.0	102
35	The Debate on Influencing Doctors' Decisions: Are Drug Characteristics the Missing Link?. <i>Management Science</i> , 2007, 53, 1688-1701.	2.4	88
36	The Quest for Citations: Drivers of Article Impact. <i>Journal of Marketing</i> , 2007, 71, 171-193.	7.0	293

#	ARTICLE	IF	CITATIONS
37	Indirect Network Effects in New Product Growth. <i>Journal of Marketing</i> , 2007, 71, 52-74.	7.0	132
38	Customizing Complex Products: When Should the Vendor Take Control?. <i>Journal of Marketing Research</i> , 2006, 43, 664-679.	3.0	90
39	Globalization of Authorship in the Marketing Discipline: Does It Help or Hinder the Field?. <i>Marketing Science</i> , 2005, 24, 585-594.	2.7	78
40	Marketing Mass-Customized Products: Striking a Balance between Utility and Complexity. <i>Journal of Marketing Research</i> , 2005, 42, 219-227.	3.0	325
41	Vertical Marketing Systems for Complex Products: A Triadic Perspective. <i>Journal of Marketing Research</i> , 2004, 41, 479-487.	3.0	159
42	Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability. <i>Journal of Marketing</i> , 2004, 68, 88-100.	7.0	233
43	Understanding and managing international growth of new products. <i>International Journal of Research in Marketing</i> , 2004, 21, 421-438.	2.4	147
44	Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-Analytic Test. <i>Marketing Science</i> , 2004, 23, 530-544.	2.7	347
45	The International Takeoff of New Products: The Role of Economics, Culture, and Country Innovativeness. <i>Marketing Science</i> , 2003, 22, 188-208.	2.7	342
46	Buying Modular Systems in Technology-Intensive Markets. <i>Journal of Marketing Research</i> , 2003, 40, 335-350.	3.0	70
47	Strategic Bundling of Products and Prices: A New Synthesis for Marketing. <i>Journal of Marketing</i> , 2002, 66, 55-72.	7.0	586
48	Academic Research in Marketing and Business School Health: Limiters and Improvement Opportunities. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
49	Faculty Research Incentives and Business School Health: A New Perspective for Marketing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
50	Faculty Research Incentives and Business School Health: A New Perspective from and for Marketing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2