

Joseph Johnson

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10900678/publications.pdf>

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7
papers

1,294
citations

1684188

5
h-index

2053705

5
g-index

7
all docs

7
docs citations

7
times ranked

1193
citing authors

#	ARTICLE	IF	CITATIONS
1	Drivers of Success for Market Entry into China and India. <i>Journal of Marketing</i> , 2008, 72, 1-13.	11.3	1,036
2	Beyond conjoint analysis: Advances in preference measurement. <i>Marketing Letters</i> , 2008, 19, 337-354.	2.9	102
3	Losers, Winners, and Biased Trades. <i>Journal of Consumer Research</i> , 2005, 32, 324-329.	5.1	98
4	To Whom, When, and How Much to Discount? A Constrained Optimization of Customized Temporal Discounts. <i>Journal of Retailing</i> , 2013, 89, 361-373.	6.2	35
5	Individualized No-Show Predictions: Effect on Clinic Overbooking and Appointment Reminders. <i>Production and Operations Management</i> , 2019, 28, 2068-2086.	3.8	23
6	The Drivers of Successful Regional Expansion in Latin America: A Historical Analysis of Beachhead Choice, Country Sequence and Regional Knowledge. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
7	The drivers of successful regional expansion: evidence from multinational corporations in Latin America during 1990-2005. <i>Transnational Corporations Review</i> , 0, , 1-16.	3.1	0