

# Mark Bergen

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

30 papers	4,016 citations	23 h-index	30 g-index
30 ext. papers	4,432 ext. citations	3.5 avg, IF	5.02 L-index

#	Paper	IF	Citations
30	Agency Relationships in Marketing: A Review of the Implications and Applications of Agency and Related Theories. <i>Journal of Marketing</i> , <b>1992</b> , 56, 1-24	11	2145
29	Managerial and Customer Costs of Price Adjustment: Direct Evidence from Industrial Markets. <i>Review of Economics and Statistics</i> , <b>2004</b> , 86, 514-533	3.7	267
28	Pricing process as a capability: a resource-based perspective. <i>Strategic Management Journal</i> , <b>2003</b> , 24, 615-630	5.2	208
27	When Truces Collapse: A Longitudinal Study of Price-Adjustment Routines. <i>Organization Science</i> , <b>2010</b> , 21, 955-972	3.6	151
26	Competitor identification and competitor analysis: a broad-based managerial approach. <i>Managerial and Decision Economics</i> , <b>2002</b> , 23, 157-169	1.1	112
25	Understanding Cooperative Advertising Participation Rates in Conventional Channels. <i>Journal of Marketing Research</i> , <b>1997</b> , 34, 357-369	5.2	95
24	The Governance of Exclusive Territories When Dealers can Bootleg. <i>Marketing Science</i> , <b>1994</b> , 13, 83-99	3.6	93
23	Understanding Cooperative Advertising Participation Rates in Conventional Channels. <i>Journal of Marketing Research</i> , <b>1997</b> , 34, 357	5.2	91
22	Branded Variants: A Retail Perspective. <i>Journal of Marketing Research</i> , <b>1996</b> , 33, 9	5.2	84
21	Price flexibility in channels of distribution: Evidence from scanner data. <i>Journal of Economic Dynamics and Control</i> , <b>2002</b> , 26, 1845-1900	1.3	84
20	Menu Costs, Posted Prices, and Multiproduct Retailers. <i>Journal of Money, Credit and Banking</i> , <b>1999</b> , 31, 683	1.3	80
19	Branded Variants: A Retail Perspective. <i>Journal of Marketing Research</i> , <b>1996</b> , 33, 9-19	5.2	80
18	Heterogeneity in Price Rigidity: Evidence from a Case Study Using Microlevel Data. <i>Journal of Money, Credit and Banking</i> , <b>2002</b> , 34, 197-220	1.3	63
17	Price adjustment at multiproduct retailers. <i>Managerial and Decision Economics</i> , <b>1998</b> , 19, 81-120	1.1	53
16	Price Points and Price Rigidity. <i>Review of Economics and Statistics</i> , <b>2011</b> , 93, 1417-1431	3.7	51
15	Asymmetric price adjustment in the small. <i>Journal of Monetary Economics</i> , <b>2008</b> , 55, 728-737	3.4	45
14	Variations in the contractual terms of cooperative advertising contracts: An empirical investigation. <i>Marketing Letters</i> , <b>1995</b> , 6, 15-22	2.3	43

13	Exclusive Dealing and Business Efficiency: Evidence from Industry Practice. <i>Journal of Law and Economics</i> , <b>1998</b> , 41, 387-408	1.4	38
12	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , <b>1999</b> , 63, 121-134	11	38
11	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , <b>1999</b> , 63, 121	11	34
10	Managing gray markets through tolerance of violations: a transaction cost perspective. <i>Managerial and Decision Economics</i> , <b>1998</b> , 19, 157-165	1.1	29
9	Shattering the Myth of Costless Price Changes. <i>European Management Journal</i> , <b>2003</b> , 21, 663-669	4.8	28
8	What Can the Price Gap between Branded and Private-Label Products Tell Us about Markups? 165-225		23
7	What Can the Price Gap between Branded and Private Label Products Tell Us about Markups? <b>2001</b> ,		21
6	When Little Things Mean a Lot: On the Inefficiency of Item-Pricing Laws. <i>Journal of Law and Economics</i> , <b>2008</b> , 51, 209-250	1.4	18
5	Holiday Price Rigidity and Cost of Price Adjustment. <i>Economica</i> , <b>2010</b> , 77, 172-198	1.2	16
4	Private label price rigidity during holiday periods. <i>Applied Economics Letters</i> , <b>2006</b> , 13, 57-62	1	10
3	SIMULATING A MULTIPRODUCT BARTER EXCHANGE ECONOMY. <i>Economic Inquiry</i> , <b>1993</b> , 31, 314-321	1.5	7
2	Non-price rigidity and cost of adjustment. <i>Managerial and Decision Economics</i> , <b>2007</b> , 28, 817-832	1.1	6
1	Managing Market Attention. <i>Advances in Strategic Management</i> , <b>2015</b> , 371-405	0.1	3