

# Peter S H Leeflang

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1105094/publications.pdf>

Version: 2024-02-01

40  
papers

1,861  
citations

393982

19  
h-index

476904

29  
g-index

41  
all docs

41  
docs citations

41  
times ranked

1350  
citing authors

#	ARTICLE	IF	CITATIONS
1	ABSORBING INTEGRATION: EMPIRICAL EVIDENCE ON THE MEDIATING ROLE OF ABSORPTIVE CAPACITY BETWEEN FUNCTIONAL-/CROSS-FUNCTIONAL INTEGRATION AND INNOVATION PERFORMANCE. Series on Technology Management, 2021, , 437-473.	0.1	0
2	Marketing in the era of COVID-19. Italian Journal of Marketing, 2020, 2020, 249-260.	1.5	73
3	Advanced Methods for Modeling Markets (AMMM). International Series in Quantitative Marketing, 2017, , 3-27.	0.5	1
4	The Future of Marketing Modeling. International Series in Quantitative Marketing, 2017, , 671-683.	0.5	0
5	Diffusion and Adoption Models. International Series in Quantitative Marketing, 2017, , 299-331.	0.5	0
6	Modeling Competitive Responsiveness and Game Theoretic Models. International Series in Quantitative Marketing, 2017, , 265-297.	0.5	1
7	Examples of Database Marketing Models. International Series in Quantitative Marketing, 2015, , 307-336.	0.5	0
8	Building Models for Markets. International Series in Quantitative Marketing, 2015, , 1-24.	0.5	3
9	Examples of Models for Aggregate Demand. International Series in Quantitative Marketing, 2015, , 223-259.	0.5	0
10	Re-estimation: Introduction to More Advanced Estimation Methods. International Series in Quantitative Marketing, 2015, , 175-222.	0.5	0
11	Use: Implementation Issues. International Series in Quantitative Marketing, 2015, , 337-371.	0.5	0
12	Model Specification. International Series in Quantitative Marketing, 2015, , 25-63.	0.5	0
13	Modeling the Effects of Promotional Efforts on Aggregate Pharmaceutical Demand: What We Know and Challenges for the Future. International Series in Quantitative Marketing, 2014, , 591-628.	0.5	4
14	Modelling the effects of promotion expenditures on sales of pharmaceuticals. Applied Economics, 2013, 45, 3389-3399.	1.2	8
15	Comparing methods to separate treatment from self-selection effects in an online banking setting. Journal of Business Research, 2013, 66, 1272-1278.	5.8	12
16	Impact of online channel use on customer revenues and costs to serve: Considering product portfolios and self-selection. International Journal of Research in Marketing, 2012, 29, 192-201.	2.4	84
17	Cross-category demand effects of price promotions. Journal of the Academy of Marketing Science, 2012, 40, 572-586.	7.2	53
18	Knowledge Generation in Marketing. , 2012, , 149-170.		0

#	ARTICLE	IF	CITATIONS
19	Paving the way for "distinguished marketing", International Journal of Research in Marketing, 2011, 28, 76-88.	2.4	63
20	Opinion Leaders' Role in Innovation Diffusion: A Simulation Study. Journal of Product Innovation Management, 2011, 28, 187-203.	5.2	154
21	Accountability as a Main Ingredient of Getting Marketing Back in the Board Room. Marketing Review St Gallen, 2011, 28, 26-32.	0.6	6
22	A Comparison of Sales Response Predictions From Demand Models Applied to Store-Level versus Panel Data. Journal of Business and Economic Statistics, 2011, 29, 319-326.	1.8	17
23	Modeling the effects of pharmaceutical marketing. Marketing Letters, 2010, 21, 121-133.	1.9	33
24	Drivers of peak sales for pharmaceutical brands. Quantitative Marketing and Economics, 2010, 8, 429-460.	0.7	31
25	Analytics for Customer Engagement. Journal of Service Research, 2010, 13, 341-356.	7.8	327
26	Estimating the SCAN*PRO model of store sales: HB, FM or just OLS?. International Journal of Research in Marketing, 2008, 25, 22-33.	2.4	37
27	Co-branding: The State of the Art. Schmalenbach Business Review, 2008, 60, 359-377.	0.9	107
28	Modeling Competitive Reaction Effects. Schmalenbach Business Review, 2008, 60, 322-358.	0.9	7
29	Explaining behavioural intentions toward co-branded products. Journal of Marketing Management, 2007, 23, 285-304.	1.2	69
30	Market response models and marketing practice. Applied Stochastic Models in Business and Industry, 2005, 21, 423-434.	0.9	27
31	Rejoinder for market response models and marketing practice. Applied Stochastic Models in Business and Industry, 2005, 21, 439-441.	0.9	0
32	Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry. Marketing Letters, 2005, 16, 293-308.	1.9	49
33	Decomposing the Sales Promotion Bump with Store Data. Marketing Science, 2004, 23, 317-334.	2.7	203
34	How Promotions Work: SCAN*PRO-Based Evolutionary Model Building. Schmalenbach Business Review, 2002, 54, 198-220.	0.9	57
35	Building Models for Marketing Decisions. International Series in Quantitative Marketing, 2000, , .	0.5	265
36	The Customer Concept: The Basis for a New Marketing Paradigm. Journal of Market-Focused Management, 1999, 4, 43-76.	0.3	53

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37	Identification and estimation of complex multivariate lag structures: a nesting approach. Applied Economics, 1992, 24, 273-283.	1.2	20
38	Estimation of the demand for electricity. Applied Economics, 1987, 19, 69-82.	1.2	12
39	On the Predictive Power of Market Share Attraction Models. Journal of Marketing Research, 1984, 21, 211-215.	3.0	41
40	On the Predictive Power of Market Share Attraction Models. Journal of Marketing Research, 1984, 21, 211.	3.0	44