

# Harald J Van Heerde

## List of Publications by Year in descending order

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Version: 2024-02-01

56  
papers

4,866  
citations

126708

33  
h-index

161609

54  
g-index

57  
all docs

57  
docs citations

57  
times ranked

2733  
citing authors

#	ARTICLE	IF	CITATIONS
1	New Empirical Generalizations on the Determinants of Price Elasticity. Journal of Marketing Research, 2005, 42, 141-156.	3.0	341
2	Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self-selecting members. International Journal of Research in Marketing, 2007, 24, 31-47.	2.4	337
3	What Makes Consumers Willing to Pay a Price Premium for National Brands over Private Labels?. Journal of Marketing Research, 2010, 47, 1011-1024.	3.0	285
4	Brand Buzz in the Echoverse. Journal of Marketing, 2016, 80, 1-24.	7.0	224
5	The Long-Term Effect of Marketing Strategy on Brand Sales. Journal of Marketing Research, 2010, 47, 866-882.	3.0	223
6	Rising from the Ashes: How Brands and Categories Can Overcome Product-Harm Crises. Journal of Marketing, 2013, 77, 58-77.	7.0	216
7	Decomposing the Sales Promotion Bump with Store Data. Marketing Science, 2004, 23, 317-334.	2.7	203
8	Is 75% of the Sales Promotion Bump Due to Brand Switching? No, Only 33% Is. Journal of Marketing Research, 2003, 40, 481-491.	3.0	199
9	How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?. Journal of Marketing, 2017, 81, 1-20.	7.0	182
10	The Estimation of Pre- and Postpromotion Dips with Store-Level Scanner Data. Journal of Marketing Research, 2000, 37, 383-395.	3.0	177
11	Price and Advertising Effectiveness over the Business Cycle. Journal of Marketing Research, 2013, 50, 177-193.	3.0	155
12	Addressing Endogeneity in Marketing Models. International Series in Quantitative Marketing, 2017, , 581-627.	0.5	144
13	Winners and Losers in a Major Price War. Journal of Marketing Research, 2008, 45, 499-518.	3.0	143
14	Marketing research on product-harm crises: a review, managerial implications, and an agenda for future research. Journal of the Academy of Marketing Science, 2017, 45, 593-615.	7.2	133
15	Semiparametric Analysis to Estimate the Deal Effect Curve. Journal of Marketing Research, 2001, 38, 197-215.	3.0	129
16	<i>JM</i> as a Marketplace of Ideas. Journal of Marketing, 2019, 83, 1-7.	7.0	124
17	Building Brands. Marketing Science, 2008, 27, 1036-1054.	2.7	119
18	The Dynamic Effect of Innovation on Market Structure. Journal of Marketing Research, 2004, 41, 166-183.	3.0	113

#	ARTICLE	IF	CITATIONS
19	The Challenge of Retaining Customers Acquired with Free Trials. <i>Journal of Marketing Research</i> , 2015, 52, 217-234.	3.0	112
20	Incorporating Context Effects into a Choice Model. <i>Journal of Marketing Research</i> , 2011, 48, 767-780.	3.0	108
21	The Dynamic Interplay between Recorded Music and Live Concerts: The Role of Piracy, Unbundling, and Artist Characteristics. <i>Journal of Marketing</i> , 2017, 81, 67-87.	7.0	86
22	The Sense and Non-Sense of Holdout Sample Validation in the Presence of Endogeneity. <i>Marketing Science</i> , 2011, 30, 1115-1122.	2.7	82
23	Losses Loom <i>Longer</i> than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time. <i>Journal of Marketing Research</i> , 2015, 52, 642-656.	3.0	76
24	Decomposing the Promotional Revenue Bump for Loyalty Program Members versus Nonmembers. <i>Journal of Marketing Research</i> , 2005, 42, 443-457.	3.0	75
25	The impact of pre- and post-launch publicity and advertising on new product sales. <i>International Journal of Research in Marketing</i> , 2015, 32, 408-417.	2.4	74
26	Engaging the unengaged customer: The value of a retailer mobile app. <i>International Journal of Research in Marketing</i> , 2019, 36, 420-438.	2.4	70
27	Optimizing Retail Assortments. <i>Marketing Science</i> , 2013, 32, 699-715.	2.7	69
28	Creating lift versus building the base: Current trends in marketing dynamics. <i>International Journal of Research in Marketing</i> , 2009, 26, 13-20.	2.4	65
29	Challenging the Boundaries of Marketing. <i>Journal of Marketing</i> , 2019, 83, 1-4.	7.0	59
30	How Promotions Work: SCAN*PRO-Based Evolutionary Model Building. <i>Schmalenbach Business Review</i> , 2002, 54, 198-220.	0.9	57
31	Marketing Models and the Lucas Critique. <i>Journal of Marketing Research</i> , 2005, 42, 15-21.	3.0	55
32	Estimating Cannibalization Rates for Pioneering Innovations. <i>Marketing Science</i> , 2010, 29, 1024-1039.	2.7	53
33	Promotion Dynamics. <i>Foundations and Trends in Marketing</i> , 2009, 3, 177-268.	0.7	40
34	Fanning the Flames? how Media Coverage of a Price War Affects Retailers, Consumers, and Investors. <i>Journal of Marketing Research</i> , 2015, 52, 674-693.	3.0	33
35	Consumer Packaged Goods in France: National Brands, Regional Chains, and Local Branding. <i>Journal of Marketing Research</i> , 2007, 44, 14-20.	3.0	29
36	Similarity-Based Spatial Methods to Estimate Shelf Space Elasticities. <i>Quantitative Marketing and Economics</i> , 2004, 2, 257-277.	0.7	26

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37	Delusion in Attribution: Caveats in Using Attribution for Multimedia Budget Allocation. <i>Journal of Marketing Research</i> , 2018, 55, 667-685.	3.0	26
38	Robust optimization of the 0-1 knapsack problem: Balancing risk and return in assortment optimization. <i>European Journal of Operational Research</i> , 2016, 250, 842-854.	3.5	25
39	Leveraging Brand Equity for Effective Visual Product Design. <i>Journal of Marketing Research</i> , 2020, 57, 257-277.	3.0	23
40	Sales Promotion Models. <i>Profiles in Operations Research</i> , 2008, , 107-162.	0.3	23
41	Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in 14 Indo-Pacific Rim Economies. <i>Journal of Marketing Research</i> , 2022, 59, 251-270.	3.0	22
42	Sales Promotion Models. <i>Profiles in Operations Research</i> , 2017, , 13-77.	0.3	21
43	Return on Roller Coasters: A Model to Guide Investments in Theme Park Attractions. <i>Marketing Science</i> , 2010, 29, 721-737.	2.7	20
44	Building and leveraging sports brands: evidence from 50 years of German professional soccer. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 591-611.	7.2	20
45	Marketing Budget Allocation Across Countries: The Role of International Business Cycles. <i>Marketing Science</i> , 2017, 36, 792-809.	2.7	14
46	Driving Online and Offline Sales: The Cross-Channel Effects of Traditional, Online Display, and Paid Search Advertising. <i>Journal of Marketing Research</i> , 2013, 50, 527-545.	3.0	13
47	The Impact of the Business Cycle on Service Providers. <i>Journal of Service Research</i> , 2016, 19, 22-38.	7.8	12
48	Advertising and Price Effectiveness over the Business Cycle. <i>SSRN Electronic Journal</i> , 2009, , .	0.4	8
49	The proper interpretation of sales promotion effects: supplement elasticities with absolute sales effects. <i>Applied Stochastic Models in Business and Industry</i> , 2005, 21, 397-402.	0.9	6
50	How Promotions Work: SCAN*PRO-Based Evolutionary Model Building. <i>SSRN Electronic Journal</i> , 2002, , .	0.4	4
51	Understanding the Role of Adstock in Advertising Decisions. <i>SSRN Electronic Journal</i> , 2011, , .	0.4	4
52	Are Free-Trial Customers Worth Less than Regular Customers?. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4
53	Non- and Semiparametric Regression Models. <i>International Series in Quantitative Marketing</i> , 2017, , 555-579.	0.5	2
54	Spotlight Personnel: How Hiring and Turnover Drive Service Performance Versus Demand. <i>Journal of Marketing Research</i> , 2022, 59, 797-820.	3.0	2

#	ARTICLE	IF	CITATIONS
55	Understanding the Timing and Magnitude of Advertising Spending Patterns. SSRN Electronic Journal, 2009, , .	0.4	1
56	Rejoinder for the proper interpretation of sales promotion effects: supplement elasticities with absolute sales effects. Applied Stochastic Models in Business and Industry, 2005, 21, 407-408.	0.9	0