

# Harald J Van Heerde

## List of Publications by Year in descending order

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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	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
2	Spotlight Personnel: How Hiring and Turnover Drive Service Performance Versus Demand. <i>Journal of Marketing Research</i> , 2022, 59, 797-820.	3.0	2
3	Leveraging Brand Equity for Effective Visual Product Design. <i>Journal of Marketing Research</i> , 2020, 57, 257-277.	3.0	23
4	Challenging the Boundaries of Marketing. <i>Journal of Marketing</i> , 2019, 83, 1-4.	7.0	59
5	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
6	JM as a Marketplace of Ideas. <i>Journal of Marketing</i> , 2019, 83, 1-7.	7.0	124
7	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
8	Delusion in Attribution: Caveats in Using Attribution for Multimedia Budget Allocation. <i>Journal of Marketing Research</i> , 2018, 55, 667-685.	3.0	26
9	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
10	How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?. <i>Journal of Marketing</i> , 2017, 81, 1-20.	7.0	182
11	Non- and Semiparametric Regression Models. <i>International Series in Quantitative Marketing</i> , 2017, , 555-579.	0.5	2
12	Addressing Endogeneity in Marketing Models. <i>International Series in Quantitative Marketing</i> , 2017, , 581-627.	0.5	144
13	Marketing Budget Allocation Across Countries: The Role of International Business Cycles. <i>Marketing Science</i> , 2017, 36, 792-809.	2.7	14
14	Marketing research on product-harm crises: a review, managerial implications, and an agenda for future research. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 593-615.	7.2	133
15	Sales Promotion Models. <i>Profiles in Operations Research</i> , 2017, , 13-77.	0.3	21
16	Brand Buzz in the Echoverse. <i>Journal of Marketing</i> , 2016, 80, 1-24.	7.0	224
17	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
18	The Impact of the Business Cycle on Service Providers. <i>Journal of Service Research</i> , 2016, 19, 22-38.	7.8	12

#	ARTICLE	IF	CITATIONS
19	The impact of pre- and post-launch publicity and advertising on new product sales. International Journal of Research in Marketing, 2015, 32, 408-417.	2.4	74
20	Fanning the Flames? how Media Coverage of a Price War Affects Retailers, Consumers, and Investors. Journal of Marketing Research, 2015, 52, 674-693.	3.0	33
21	The Challenge of Retaining Customers Acquired with Free Trials. Journal of Marketing Research, 2015, 52, 217-234.	3.0	112
22	Losses Loom <i>Longer</i> than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time. Journal of Marketing Research, 2015, 52, 642-656.	3.0	76
23	Rising from the Ashes: How Brands and Categories Can Overcome Product-Harm Crises. Journal of Marketing, 2013, 77, 58-77.	7.0	216
24	Optimizing Retail Assortments. Marketing Science, 2013, 32, 699-715.	2.7	69
25	Price and Advertising Effectiveness over the Business Cycle. Journal of Marketing Research, 2013, 50, 177-193.	3.0	155
26	Driving Online and Offline Sales: The Cross-Channel Effects of Traditional, Online Display, and Paid Search Advertising. Journal of Marketing Research, 2013, 50, 527-545.	3.0	13
27	Understanding the Role of Adstock in Advertising Decisions. SSRN Electronic Journal, 2011, , .	0.4	4
28	Incorporating Context Effects into a Choice Model. Journal of Marketing Research, 2011, 48, 767-780.	3.0	108
29	The Sense and Non-Sense of Holdout Sample Validation in the Presence of Endogeneity. Marketing Science, 2011, 30, 1115-1122.	2.7	82
30	Return on Roller Coasters: A Model to Guide Investments in Theme Park Attractions. Marketing Science, 2010, 29, 721-737.	2.7	20
31	Estimating Cannibalization Rates for Pioneering Innovations. Marketing Science, 2010, 29, 1024-1039.	2.7	53
32	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
33	The Long-Term Effect of Marketing Strategy on Brand Sales. Journal of Marketing Research, 2010, 47, 866-882.	3.0	223
34	Understanding the Timing and Magnitude of Advertising Spending Patterns. SSRN Electronic Journal, 2009, , .	0.4	1
35	Advertising and Price Effectiveness over the Business Cycle. SSRN Electronic Journal, 2009, , .	0.4	8
36	Creating lift versus building the base: Current trends in marketing dynamics. International Journal of Research in Marketing, 2009, 26, 13-20.	2.4	65

#	ARTICLE	IF	CITATIONS
37	Promotion Dynamics. Foundations and Trends in Marketing, 2009, 3, 177-268.	0.7	40
38	Winners and Losers in a Major Price War. Journal of Marketing Research, 2008, 45, 499-518.	3.0	143
39	Building Brands. Marketing Science, 2008, 27, 1036-1054.	2.7	119
40	Sales Promotion Models. Profiles in Operations Research, 2008, , 107-162.	0.3	23
41	Consumer Packaged Goods in France: National Brands, Regional Chains, and Local Branding. Journal of Marketing Research, 2007, 44, 14-20.	3.0	29
42	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
43	The proper interpretation of sales promotion effects: supplement elasticities with absolute sales effects. Applied Stochastic Models in Business and Industry, 2005, 21, 397-402.	0.9	6
44	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
45	Marketing Models and the Lucas Critique. Journal of Marketing Research, 2005, 42, 15-21.	3.0	55
46	New Empirical Generalizations on the Determinants of Price Elasticity. Journal of Marketing Research, 2005, 42, 141-156.	3.0	341
47	Decomposing the Promotional Revenue Bump for Loyalty Program Members versus Nonmembers. Journal of Marketing Research, 2005, 42, 443-457.	3.0	75
48	The Dynamic Effect of Innovation on Market Structure. Journal of Marketing Research, 2004, 41, 166-183.	3.0	113
49	Decomposing the Sales Promotion Bump with Store Data. Marketing Science, 2004, 23, 317-334.	2.7	203
50	Similarity-Based Spatial Methods to Estimate Shelf Space Elasticities. Quantitative Marketing and Economics, 2004, 2, 257-277.	0.7	26
51	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
52	How Promotions Work: SCAN*PRO-Based Evolutionary Model Building. Schmalenbach Business Review, 2002, 54, 198-220.	0.9	57
53	How Promotions Work: SCAN*PRO-Based Evolutionary Model Building. SSRN Electronic Journal, 2002, , ,	0.4	4
54	Semiparametric Analysis to Estimate the Deal Effect Curve. Journal of Marketing Research, 2001, 38, 197-215.	3.0	129

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55	The Estimation of Pre- and Postpromotion Dips with Store-Level Scanner Data. Journal of Marketing Research, 2000, 37, 383-395.	3.0	177
56	Are Free-Trial Customers Worth Less than Regular Customers?. SSRN Electronic Journal, 0, , .	0.4	4