

# Glen L Urban

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11139285/publications.pdf>

Version: 2024-02-01

42  
papers

7,206  
citations

117453

34  
h-index

288905

40  
g-index

43  
all docs

43  
docs citations

43  
times ranked

3456  
citing authors

#	ARTICLE	IF	CITATIONS
1	Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study. <i>Journal of Marketing</i> , 2005, 69, 133-152.	7.0	1,071
2	Lead User Analyses for the Development of New Industrial Products. <i>Management Science</i> , 1988, 34, 569-582.	2.4	901
3	Market Share Rewards to Pioneering Brands: An Empirical Analysis and Strategic Implications. <i>Management Science</i> , 1986, 32, 645-659.	2.4	489
4	Online trust: a stakeholder perspective, concepts, implications, and future directions. <i>Journal of Strategic Information Systems</i> , 2002, 11, 325-344.	3.3	475
5	Premarket Forecasting for New Consumer Durable Goods: Modeling Categorization, Elimination, and Consideration Phenomena. <i>Journal of Marketing</i> , 1993, 57, 47-63.	7.0	364
6	Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology. <i>Journal of Marketing Research</i> , 1978, 15, 171-191.	3.0	326
7	Modeling Multiattribute Utility, Risk, and Belief Dynamics for New Consumer Durable Brand Choice. <i>Management Science</i> , 1988, 34, 167-185.	2.4	277
8	Premarket Forecasting of Really-New Products. <i>Journal of Marketing</i> , 1996, 60, 47-60.	7.0	273
9	Online Trust: State of the Art, New Frontiers, and Research Potential. <i>Journal of Interactive Marketing</i> , 2009, 23, 179-190.	4.3	271
10	Website Morphing. <i>Marketing Science</i> , 2009, 28, 202-223.	2.7	256
11	Premarket Forecasting of Really-New Products. <i>Journal of Marketing</i> , 1996, 60, 47.	7.0	238
12	Testing Competitive Market Structures. <i>Marketing Science</i> , 1984, 3, 83-112.	2.7	183
13	â€œListening Inâ€ to Find and Explore New Combinations of Customer Needs. <i>Journal of Marketing</i> , 2004, 68, 72-87.	7.0	159
14	Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology. <i>Journal of Marketing Research</i> , 1978, 15, 171.	3.0	152
15	Dynamic Effects of the Order of Entry on Market Share, Trial Penetration, and Repeat Purchases for Frequently Purchased Consumer Goods. <i>Marketing Science</i> , 1992, 11, 235-250.	2.7	135
16	The Value Priority Hypotheses for Consumer Budget Plans. <i>Journal of Consumer Research</i> , 1986, 12, 446.	3.5	128
17	Prelaunch Forecasting of New Automobiles. <i>Management Science</i> , 1990, 36, 401-421.	2.4	127
18	How Consumers Allocate Their Time When Searching for Information. <i>Journal of Marketing Research</i> , 1993, 30, 452-466.	3.0	124

#	ARTICLE	IF	CITATIONS
19	A Normative Methodology for Modeling Consumer Response to Innovation. <i>Operations Research</i> , 1977, 25, 579-619.	1.2	121
20	First-mover advantages from pioneering new markets: A survey of empirical evidence. <i>Review of Industrial Organization</i> , 1994, 9, 1-23.	0.4	105
21	Customer Advocacy: A New Era in Marketing?. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 155-159.	2.2	100
22	Perceptor: A Model for Product Positioning. <i>Management Science</i> , 1975, 21, 858-871.	2.4	99
23	Information Acceleration: Validation and Lessons from the Field. <i>Journal of Marketing Research</i> , 1997, 34, 143-153.	3.0	99
24	Morphing Banner Advertising. <i>Marketing Science</i> , 2014, 33, 27-46.	2.7	94
25	Assessment of Attribute Importances and Consumer Utility Functions: Von Neumann-Morgenstern Theory Applied to Consumer Behavior. <i>Journal of Consumer Research</i> , 1979, 5, 251.	3.5	93
26	How Consumers Allocate Their Time When Searching for Information. <i>Journal of Marketing Research</i> , 1993, 30, 452.	3.0	78
27	Sprinter Mod III: A Model for the Analysis of New Frequently Purchased Consumer Products. <i>Operations Research</i> , 1970, 18, 805-854.	1.2	74
28	Pre-Test-Market Models: Validation and Managerial Implications. <i>Journal of Marketing Research</i> , 1983, 20, 221.	3.0	72
29	Pre-Test-Market Models: Validation and Managerial Implications. <i>Journal of Marketing Research</i> , 1983, 20, 221-234.	3.0	63
30	Website Morphing 2.0: Switching Costs, Partial Exposure, Random Exit, and When to Morph. <i>Management Science</i> , 2014, 60, 1594-1616.	2.4	50
31	Evolutionary Model Building. <i>Journal of Marketing Research</i> , 1971, 8, 62-66.	3.0	38
32	Premarket Forecasting for New Consumer Durable Goods: Modeling Categorization, Elimination, and Consideration Phenomena. <i>Journal of Marketing</i> , 1993, 57, 47.	7.0	36
33	A New Product Analysis and Decision Model. <i>Management Science</i> , 1968, 14, B-517-B-517.	2.4	34
34	Evolutionary Model Building. <i>Journal of Marketing Research</i> , 1971, 8, 62.	3.0	34
35	Determinants and Role of Trust in E-Business: A Large Scale Empirical Study. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	26
36	A Model for Managing a Family-Planning System. <i>Operations Research</i> , 1974, 22, 205-233.	1.2	12

#	ARTICLE	IF	CITATIONS
37	Competitive information, trust, brand consideration and sales: Two field experiments. International Journal of Research in Marketing, 2013, 30, 101-113.	2.4	12
38	'Listening In' to Find Unmet Customer Needs and Solutions. SSRN Electronic Journal, 2003, , .	0.4	9
39	Chapter 7 Pretest market forecasting. Handbooks in Operations Research and Management Science, 1993, 5, 315-348.	0.6	3
40	'Listening In' to Find Unmet Customer Needs and Solutions. SSRN Electronic Journal, 0, , .	0.4	2
41	Competitive Information, Trust, Brand Consideration and Sales: Two Field Experiments. SSRN Electronic Journal, 2012, , .	0.4	1
42	Morphing Theory and Applications. Profiles in Operations Research, 2017, , 531-562.	0.3	1