

Glen L Urban

List of Publications by Citations

Source: <https://exaly.com/author-pdf/11139285/glen-l-urban-publications-by-citations.pdf>

Version: 2024-04-24

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

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

41
papers

5,684
citations

31
h-index

43
g-index

43
ext. papers

6,289
ext. citations

5.1
avg, IF

5.44
L-index

#	Paper	IF	Citations
41	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	11	857
40	Lead User Analyses for the Development of New Industrial Products. <i>Management Science</i> , 1988 , 34, 569-582	3.9	721
39	Market Share Rewards to Pioneering Brands: An Empirical Analysis and Strategic Implications. <i>Management Science</i> , 1986 , 32, 645-659	3.9	383
38	Online trust: a stakeholder perspective, concepts, implications, and future directions. <i>Journal of Strategic Information Systems</i> , 2002 , 11, 325-344	13.3	360
37	Premarket Forecasting for New Consumer Durable Goods: Modeling Categorization, Elimination, and Consideration Phenomena. <i>Journal of Marketing</i> , 1993 , 57, 47-63	11	324
36	Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology. <i>Journal of Marketing Research</i> , 1978 , 15, 171-191	5.2	229
35	Premarket Forecasting of Really-New Products. <i>Journal of Marketing</i> , 1996 , 60, 47-60	11	220
34	Modeling Multiattribute Utility, Risk, and Belief Dynamics for New Consumer Durable Brand Choice. <i>Management Science</i> , 1988 , 34, 167-185	3.9	219
33	Online Trust: State of the Art, New Frontiers, and Research Potential. <i>Journal of Interactive Marketing</i> , 2009 , 23, 179-190	9.8	210
32	Premarket Forecasting of Really-New Products. <i>Journal of Marketing</i> , 1996 , 60, 47	11	196
31	Website Morphing. <i>Marketing Science</i> , 2009 , 28, 202-223	3.6	186
30	Testing Competitive Market Structures. <i>Marketing Science</i> , 1984 , 3, 83-112	3.6	142
29	Listening In To Find and Explore New Combinations of Customer Needs. <i>Journal of Marketing</i> , 2004 , 68, 72-87	11	138
28	Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology. <i>Journal of Marketing Research</i> , 1978 , 15, 171	5.2	138
27	The Value Priority Hypotheses for Consumer Budget Plans. <i>Journal of Consumer Research</i> , 1986 , 12, 446	6.3	108
26	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	3.6	107
25	Prelaunch Forecasting of New Automobiles. <i>Management Science</i> , 1990 , 36, 401-421	3.9	102

24	How Consumers Allocate Their Time When Searching for Information. <i>Journal of Marketing Research</i> , 1993 , 30, 452-466	5.2	91
23	Perceptor: A Model for Product Positioning. <i>Management Science</i> , 1975 , 21, 858-871	3.9	89
22	A Normative Methodology for Modeling Consumer Response to Innovation. <i>Operations Research</i> , 1977 , 25, 579-619	2.3	89
21	Information Acceleration: Validation and Lessons from the Field. <i>Journal of Marketing Research</i> , 1997 , 34, 143-153	5.2	83
20	Customer Advocacy: A New Era in Marketing?. <i>Journal of Public Policy and Marketing</i> , 2005 , 24, 155-159	3.8	82
19	First-mover advantages from pioneering new markets: A survey of empirical evidence. <i>Review of Industrial Organization</i> , 1994 , 9, 1-23	1	81
18	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	6.3	71
17	Morphing Banner Advertising. <i>Marketing Science</i> , 2014 , 33, 27-46	3.6	69
16	Sprinter Mod III: A Model for the Analysis of New Frequently Purchased Consumer Products. <i>Operations Research</i> , 1970 , 18, 805-854	2.3	67
15	How Consumers Allocate Their Time When Searching for Information. <i>Journal of Marketing Research</i> , 1993 , 30, 452	5.2	60
14	Pre-Test-Market Models: Validation and Managerial Implications. <i>Journal of Marketing Research</i> , 1983 , 20, 221-234	5.2	50
13	Pre-Test-Market Models: Validation and Managerial Implications. <i>Journal of Marketing Research</i> , 1983 , 20, 221	5.2	45
12	Premarket Forecasting for New Consumer Durable Goods: Modeling Categorization, Elimination, and Consideration Phenomena. <i>Journal of Marketing</i> , 1993 , 57, 47	11	33
11	Website Morphing 2.0: Switching Costs, Partial Exposure, Random Exit, and When to Morph. <i>Management Science</i> , 2014 , 60, 1594-1616	3.9	31
10	Evolutionary Model Building. <i>Journal of Marketing Research</i> , 1971 , 8, 62	5.2	26
9	Evolutionary Model Building. <i>Journal of Marketing Research</i> , 1971 , 8, 62-66	5.2	24
8	Determinants and Role of Trust in E-Business: A Large Scale Empirical Study. <i>SSRN Electronic Journal</i> , 2003 ,	1	17
7	A New Product Analysis and Decision Model. <i>Management Science</i> , 1968 , 14, B-517-B-517	3.9	17

6	Competitive information, trust, brand consideration and sales: Two field experiments. <i>International Journal of Research in Marketing</i> , 2013 , 30, 101-113	5.5	5
5	A Model for Managing a Family-Planning System. <i>Operations Research</i> , 1974 , 22, 205-233	2.3	4
4	'Listening In' to Find Unmet Customer Needs and Solutions. <i>SSRN Electronic Journal</i> , 2003 ,	1	3
3	Chapter 7 Pretest market forecasting. <i>Handbooks in Operations Research and Management Science</i> , 1993 , 5, 315-348		3
2	'Listening In' to Find Unmet Customer Needs and Solutions. <i>SSRN Electronic Journal</i> ,	1	2
1	Morphing Theory and Applications. <i>Profiles in Operations Research</i> , 2017 , 531-562	1	1