

Glen L Urban

List of Publications by Year in Descending Order

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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	Morphing Theory and Applications. <i>Profiles in Operations Research</i> , 2017 , 531-562	1	1
40	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
39	Morphing Banner Advertising. <i>Marketing Science</i> , 2014 , 33, 27-46	3.6	69
38	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
37	Website Morphing. <i>Marketing Science</i> , 2009 , 28, 202-223	3.6	186
36	Online Trust: State of the Art, New Frontiers, and Research Potential. <i>Journal of Interactive Marketing</i> , 2009 , 23, 179-190	9.8	210
35	Customer Advocacy: A New Era in Marketing?. <i>Journal of Public Policy and Marketing</i> , 2005 , 24, 155-159	3.8	82
34	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
33	Listening In To Find and Explore New Combinations of Customer Needs. <i>Journal of Marketing</i> , 2004 , 68, 72-87	11	138
32	Determinants and Role of Trust in E-Business: A Large Scale Empirical Study. <i>SSRN Electronic Journal</i> , 2003 ,	1	17
31	'Listening In' to Find Unmet Customer Needs and Solutions. <i>SSRN Electronic Journal</i> , 2003 ,	1	3
30	Online trust: a stakeholder perspective, concepts, implications, and future directions. <i>Journal of Strategic Information Systems</i> , 2002 , 11, 325-344	13.3	360
29	Information Acceleration: Validation and Lessons from the Field. <i>Journal of Marketing Research</i> , 1997 , 34, 143-153	5.2	83
28	Premarket Forecasting of Really-New Products. <i>Journal of Marketing</i> , 1996 , 60, 47	11	196
27	Premarket Forecasting of Really-New Products. <i>Journal of Marketing</i> , 1996 , 60, 47-60	11	220
26	First-mover advantages from pioneering new markets: A survey of empirical evidence. <i>Review of Industrial Organization</i> , 1994 , 9, 1-23	1	81
25	How Consumers Allocate Their Time When Searching for Information. <i>Journal of Marketing Research</i> , 1993 , 30, 452	5.2	60

24	Premarket Forecasting for New Consumer Durable Goods: Modeling Categorization, Elimination, and Consideration Phenomena. <i>Journal of Marketing</i> , 1993 , 57, 47	11	33
23	Chapter 7 Pretest market forecasting. <i>Handbooks in Operations Research and Management Science</i> , 1993 , 5, 315-348		3
22	How Consumers Allocate Their Time When Searching for Information. <i>Journal of Marketing Research</i> , 1993 , 30, 452-466	5.2	91
21	Premarket Forecasting for New Consumer Durable Goods: Modeling Categorization, Elimination, and Consideration Phenomena. <i>Journal of Marketing</i> , 1993 , 57, 47-63	11	324
20	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
19	Prelaunch Forecasting of New Automobiles. <i>Management Science</i> , 1990 , 36, 401-421	3.9	102
18	Lead User Analyses for the Development of New Industrial Products. <i>Management Science</i> , 1988 , 34, 569-582	3.9	721
17	Modeling Multiattribute Utility, Risk, and Belief Dynamics for New Consumer Durable Brand Choice. <i>Management Science</i> , 1988 , 34, 167-185	3.9	219
16	Market Share Rewards to Pioneering Brands: An Empirical Analysis and Strategic Implications. <i>Management Science</i> , 1986 , 32, 645-659	3.9	383
15	The Value Priority Hypotheses for Consumer Budget Plans. <i>Journal of Consumer Research</i> , 1986 , 12, 446-463	6.3	108
14	Testing Competitive Market Structures. <i>Marketing Science</i> , 1984 , 3, 83-112	3.6	142
13	Pre-Test-Market Models: Validation and Managerial Implications. <i>Journal of Marketing Research</i> , 1983 , 20, 221	5.2	45
12	Pre-Test-Market Models: Validation and Managerial Implications. <i>Journal of Marketing Research</i> , 1983 , 20, 221-234	5.2	50
11	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
10	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
9	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
8	A Normative Methodology for Modeling Consumer Response to Innovation. <i>Operations Research</i> , 1977 , 25, 579-619	2.3	89
7	Perceptor: A Model for Product Positioning. <i>Management Science</i> , 1975 , 21, 858-871	3.9	89

6	A Model for Managing a Family-Planning System. <i>Operations Research</i> , 1974 , 22, 205-233	2.3	4
5	Evolutionary Model Building. <i>Journal of Marketing Research</i> , 1971 , 8, 62-66	5.2	24
4	Evolutionary Model Building. <i>Journal of Marketing Research</i> , 1971 , 8, 62	5.2	26
3	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
2	A New Product Analysis and Decision Model. <i>Management Science</i> , 1968 , 14, B-517-B-517	3.9	17
1	'Listening In' to Find Unmet Customer Needs and Solutions. <i>SSRN Electronic Journal</i> ,	1	2