

# William T Robinson

## List of Publications by Citations

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20  
papers

3,064  
citations

17  
h-index

20  
g-index

20  
ext. papers

3,337  
ext. citations

4.4  
avg, IF

4.91  
L-index

#	Paper	IF	Citations
20	An Empirical Pooling Approach for Estimating Marketing Mix Elasticities with PIMS Data. <i>Marketing Science</i> , <b>1993</b> , 12, 103-124	3.6	869
19	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , <b>1985</b> , 22, 305-317	5.2	300
18	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , <b>1985</b> , 22, 305	5.2	263
17	Are market pioneers intrinsically stronger than later entrants?. <i>Strategic Management Journal</i> , <b>1992</b> , 13, 609-624	5.2	202
16	Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries. <i>Journal of Marketing Research</i> , <b>1988</b> , 25, 87-94	5.2	177
15	Order of Market Entry: Established Empirical Generalizations, Emerging Empirical Generalizations, and Future Research. <i>Marketing Science</i> , <b>1995</b> , 14, G212-G221	3.6	168
14	Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries. <i>Journal of Marketing Research</i> , <b>1988</b> , 25, 87	5.2	163
13	Is the First to Market the First to Fail? Empirical Evidence for Industrial Goods Businesses. <i>Journal of Marketing Research</i> , <b>2002</b> , 39, 120-128	5.2	150
12	Marketing Mix Reactions to Entry. <i>Marketing Science</i> , <b>1988</b> , 7, 368-385	3.6	135
11	Market Pioneer and Early Follower Survival Risks: A Contingency Analysis of Really New versus Incrementally New Product-Markets. <i>Journal of Marketing</i> , <b>2006</b> , 70, 15-33	11	113
10	Note: The Impact of Leadtime and Years of Competitive Rivalry on Pioneer Market Share Advantages. <i>Management Science</i> , <b>1994</b> , 40, 1370-1377	3.9	92
9	Product Innovation and Start-Up Business Market Share Performance. <i>Management Science</i> , <b>1990</b> , 36, 1279-1289	3.9	87
8	First-mover advantages from pioneering new markets: A survey of empirical evidence. <i>Review of Industrial Organization</i> , <b>1994</b> , 9, 1-23	1	81
7	Market Pioneer and Early Follower Survival Risks: A Contingency Analysis of Really New Versus Incrementally New Product-Markets. <i>Journal of Marketing</i> , <b>2006</b> , 70, 15-33	11	79
6	Product development strategies for established market pioneers, early followers, and late entrants. <i>Strategic Management Journal</i> , <b>2002</b> , 23, 855-866	5.2	78
5	Consumption Experience and Sales Promotion Expenditure. <i>Management Science</i> , <b>1985</b> , 31, 1084-1105	3.9	50
4	Are Sutton's Predictions Robust?: Empirical Insights into Advertising, R & D, and Concentration. <i>Journal of Industrial Economics</i> , <b>1996</b> , 44, 389	0.6	40

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|---|---|-----|----|
| 3 | Entry for supermarket feature me-too brands: An empirical explanation of incidence and timing. <i>Marketing Letters</i> , <b>2009</b> , 20, 183-196 | 2.3 | 16 |
| 2 | Survival Determinants for Online Retailers. <i>Review of Marketing Science</i> , <b>2009</b> , 7,   | 0.1 | 1  |
| 1 | Order of market entry: empirical results from the PIMS data and future research topics <b>2004</b> , 73-91  |     |    |