

Koen Pauwels

List of Publications by Citations

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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.

60
papers

6,286
citations

35
h-index

62
g-index

62
ext. papers

7,246
ext. citations

6.2
avg, IF

6.26
L-index

#	Paper	IF	Citations
60	Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site. <i>Journal of Marketing</i> , 2009 , 73, 90-102	11	1407
59	New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry. <i>Journal of Marketing</i> , 2004 , 68, 142-156	11	400
58	Social Media Metrics [A Framework and Guidelines for Managing Social Media. <i>Journal of Interactive Marketing</i> , 2013 , 27, 281-298	9.8	308
57	Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008 , 72, 19-30	11	264
56	The Long-Term Effects of Price Promotions on Category Incidence, Brand Choice, and Purchase Quantity. <i>Journal of Marketing Research</i> , 2002 , 39, 421-439	5.2	238
55	Who Benefits from Store Brand Entry?. <i>Marketing Science</i> , 2004 , 23, 364-390	3.6	236
54	Product Innovations, Advertising, and Stock Returns. <i>Journal of Marketing</i> , 2009 , 73, 24-43	11	221
53	Do Promotions Benefit Manufacturers, Retailers, or Both?. <i>Management Science</i> , 2004 , 50, 617-629	3.9	196
52	Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008 , 72, 19-30	11	169
51	Improving Consumer Mindset Metrics and Shareholder Value through Social Media: The Different Roles of Owned and Earned Media. <i>Journal of Marketing</i> , 2018 , 82, 37-56	11	157
50	Building With Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multichannel Environment. <i>Journal of Retailing</i> , 2015 , 91, 182-197	6.5	155
49	Mind-Set Metrics in Market Response Models: An Integrative Approach. <i>Journal of Marketing Research</i> , 2010 , 47, 672-684	5.2	153
48	Does Online Information Drive Offline Revenues?. <i>Journal of Retailing</i> , 2011 , 87, 1-17	6.5	148
47	Practice Prize Paper Marketing's Profit Impact: Quantifying Online and Off-line Funnel Progression. <i>Marketing Science</i> , 2011 , 30, 604-611	3.6	140
46	Dashboards as a Service: Why, What, How, and What Research Is Needed?. <i>Journal of Service Research</i> , 2009 , 12, 175-189	6	139
45	Product Innovations, Advertising, and Stock Returns. <i>Journal of Marketing</i> , 2009 , 73, 24-43	11	135
44	Moving from Free to Fee: How Online Firms Market to Change Their Business Model Successfully. <i>Journal of Marketing</i> , 2008 , 72, 14-31	11	134

43	How Dynamic Consumer Response, Competitor Response, Company Support, and Company Inertia Shape Long-Term Marketing Effectiveness. <i>Marketing Science</i> , 2004 , 23, 596-610	3.6	120
42	What is Special about Marketing Organic Products? How Organic Assortment, Price, and Promotions Drive Retailer Performance. <i>Journal of Marketing</i> , 2013 , 77, 31-51	11	117
41	The Impact of Brand Equity and Innovation on the Long-Term Effectiveness of Promotions. <i>Journal of Marketing Research</i> , 2008 , 45, 293-306	5.2	112
40	Paths to and off purchase: quantifying the impact of traditional marketing and online consumer activity. <i>Journal of the Academy of Marketing Science</i> , 2016 , 44, 440-453	12.4	110
39	Winners and Losers in a Major Price War. <i>Journal of Marketing Research</i> , 2008 , 45, 499-518	5.2	110
38	App Popularity: Where in the World are Consumers Most Sensitive to Price and User Ratings?. <i>Journal of Marketing</i> , 2018 , 82, 20-44	11	99
37	Retail-Price Drivers and Retailer Profits. <i>Marketing Science</i> , 2007 , 26, 473-487	3.6	92
36	Retailer Pricing and Competitive Effects. <i>Journal of Retailing</i> , 2009 , 85, 56-70	6.5	82
35	When Do Price Thresholds Matter in Retail Categories?. <i>Marketing Science</i> , 2007 , 26, 83-100	3.6	82
34	The effectiveness of different forms of online advertising for purchase conversion in a multiple-channel attribution framework. <i>International Journal of Research in Marketing</i> , 2016 , 33, 491-507	5.5	78
33	Performance Regimes and Marketing Policy Shifts. <i>Marketing Science</i> , 2007 , 26, 293-311	3.6	70
32	Do display ads influence search? Attribution and dynamics in online advertising. <i>International Journal of Research in Marketing</i> , 2016 , 33, 475-490	5.5	67
31	Moving from Free to Fee: How Online Firms Market to Change Their Business Model Successfully. <i>Journal of Marketing</i> , 2008 , 72, 14-31	11	64
30	How retailer and competitor decisions drive the long-term effectiveness of manufacturer promotions for fast moving consumer goods. <i>Journal of Retailing</i> , 2007 , 83, 297-308	6.5	60
29	Like the ad or the brand? Marketing stimulates different electronic word-of-mouth content to drive online and offline performance. <i>International Journal of Research in Marketing</i> , 2016 , 33, 639-655	5.5	51
28	Modeling Marketing Dynamics by Time Series Econometrics. <i>Marketing Letters</i> , 2004 , 15, 167-183	2.3	51
27	Winning hearts, minds and sales: How marketing communication enters the purchase process in emerging and mature markets. <i>International Journal of Research in Marketing</i> , 2013 , 30, 57-68	5.5	48
26	Demand-Based Pricing versus Past-Price Dependence: A CostBenefit Analysis. <i>Journal of Marketing</i> , 2008 , 72, 15-27	11	36

25	The impact of brand familiarity on online and offline media synergy. <i>International Journal of Research in Marketing</i> , 2016 , 33, 739-753	5.5	33
24	Informational Challenges in Omnichannel Marketing: Remedies and Future Research. <i>Journal of Marketing</i> , 2021 , 85, 103-120	11	27
23	The Impact of Adding Online-to-Offline Service Platform Channels on Firms' Offline and Total Sales and Profits. <i>Journal of Interactive Marketing</i> , 2019 , 47, 115-128	9.8	24
22	The Hare and the Tortoise: Do Earlier Adopters of Online Channels Purchase More?. <i>Journal of Retailing</i> , 2015 , 91, 289-308	6.5	24
21	How Online Consumer Segments Differ in Long-term Marketing Effectiveness. <i>Journal of Interactive Marketing</i> , 2014 , 28, 271-284	9.8	21
20	Fanning the Flames? how Media Coverage of a Price War Affects Retailers, Consumers, and Investors. <i>Journal of Marketing Research</i> , 2015 , 52, 674-693	5.2	19
19	The formation, evolution and replacement of price-quality relationships. <i>Journal of the Academy of Marketing Science</i> , 2016 , 44, 46-65	12.4	15
18	How CEO/CMO characteristics affect innovation and stock returns: findings and future directions. <i>Journal of the Academy of Marketing Science</i> , 2020 , 48, 1229-1253	12.4	14
17	Metrics That Matter. <i>Journal of Advertising Research</i> , 2009 , 49, 339-359	2.1	11
16	Enduring Attitudes and Contextual Interest: When and Why Attitude Surveys Still Matter in the Online Consumer Decision Journey. <i>Journal of Interactive Marketing</i> , 2020 , 52, 20-34	9.8	6
15	Selecting Predictive Metrics for Marketing Dashboards - An Analytical Approach. <i>Journal of Marketing Behavior</i> , 2016 , 2, 195-224	0.5	6
14	Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry. <i>Administrative Sciences</i> , 2018 , 8, 55	2.5	6
13	Multiple Time Series Analysis for organizational research. <i>Long Range Planning</i> , 2020 , 102067	5.7	5
12	Pricing Best Sellers and Traffic Generators: The Role of Asymmetric Cross-selling. <i>Journal of Interactive Marketing</i> , 2018 , 41, 28-43	9.8	4
11	New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry 2018 , 287-324		3
10	How Social Media Drove the 2016 US Presidential Election: A Longitudinal Topic and Platform Analysis. <i>SSRN Electronic Journal</i> ,	1	3
9	Les promotions bénéficient-elles aux fabricants, aux distributeurs, ou aux deux ?. <i>Recherche Et Applications En Marketing</i> , 2004 , 19, 73-90	0.4	2
8	A broader view on brands' growth and decline. <i>International Journal of Market Research</i> , 2020 , 62, 127-138	7	2

7	No Comment?! The Drivers of Reactions to Online Posts in Professional Groups. <i>SSRN Electronic Journal</i> , 2014 ,	1	1
6	Challenges in Measuring Return on Marketing Investment. <i>Review of Marketing Research</i> , 2010 , 107-124	0.3	1
5	Metrics Gone Wrong: What Managers Can Learn from the 2016 US Presidential Election. <i>NIM Marketing Intelligence Review</i> , 2021 , 13, 30-35	1	1
4	Consumers' Attitudes and Purchases in Online Versus Offline Grocery Shopping. <i>Springer Proceedings in Business and Economics</i> , 2022 , 39-46	0.2	1
3	Performance Regimes and Marketing Policy Shifts 2018 , 373-426		0
2	EXPRESS: Models that Matter: How Quantitative Marketing Research Can Impact Public Policy. <i>Journal of Public Policy and Marketing</i> , 074391562210983	3.8	0
1	Big and Lean is Beautiful: A Conceptual Framework for Data-based Learning in Marketing Management. <i>Review of Marketing Research</i> , 2019 , 63-83	0.3	