

# Koen Pauwels

## List of Publications by Year in Descending Order

**Source:** <https://exaly.com/author-pdf/11745959/koen-pauwels-publications-by-year.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.

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 | Consumers' Attitudes and Purchases in Online Versus Offline Grocery Shopping. <i>Springer Proceedings in Business and Economics</i> , <b>2022</b> , 39-46   | 0.2  | 1         |
| 59 | Metrics Gone Wrong: What Managers Can Learn from the 2016 US Presidential Election. <i>NIM Marketing Intelligence Review</i> , <b>2021</b> , 13, 30-35  | 1    | 1         |
| 58 | Informational Challenges in Omnichannel Marketing: Remedies and Future Research. <i>Journal of Marketing</i> , <b>2021</b> , 85, 103-120  | 11   | 27        |
| 57 | Enduring Attitudes and Contextual Interest: When and Why Attitude Surveys Still Matter in the Online Consumer Decision Journey. <i>Journal of Interactive Marketing</i> , <b>2020</b> , 52, 20-34 | 9.8  | 6         |
| 56 | How CEO/CMO characteristics affect innovation and stock returns: findings and future directions. <i>Journal of the Academy of Marketing Science</i> , <b>2020</b> , 48, 1229-1253                 | 12.4 | 14        |
| 55 | Multiple Time Series Analysis for organizational research. <i>Long Range Planning</i> , <b>2020</b> , 102067  | 5.7  | 5         |
| 54 | A broader view on brands' growth and decline. <i>International Journal of Market Research</i> , <b>2020</b> , 62, 127-138   | 7    | 2         |
| 53 | The Impact of Adding Online-to-Offline Service Platform Channels on Firms' Offline and Total Sales and Profits. <i>Journal of Interactive Marketing</i> , <b>2019</b> , 47, 115-128               | 9.8  | 24        |
| 52 | Big and Lean is Beautiful: A Conceptual Framework for Data-based Learning in Marketing Management. <i>Review of Marketing Research</i> , <b>2019</b> , 63-83                                      | 0.3  |           |
| 51 | Improving Consumer Mindset Metrics and Shareholder Value through Social Media: The Different Roles of Owned and Earned Media. <i>Journal of Marketing</i> , <b>2018</b> , 82, 37-56               | 11   | 157       |
| 50 | New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry <b>2018</b> , 287-324   |      | 3         |
| 49 | Performance Regimes and Marketing Policy Shifts <b>2018</b> , 373-426   |      | 0         |
| 48 | App Popularity: Where in the World are Consumers Most Sensitive to Price and User Ratings?. <i>Journal of Marketing</i> , <b>2018</b> , 82, 20-44   | 11   | 99        |
| 47 | Pricing Best Sellers and Traffic Generators: The Role of Asymmetric Cross-selling. <i>Journal of Interactive Marketing</i> , <b>2018</b> , 41, 28-43  | 9.8  | 4         |
| 46 | Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry. <i>Administrative Sciences</i> , <b>2018</b> , 8, 55   | 2.5  | 6         |
| 45 | Do display ads influence search? Attribution and dynamics in online advertising. <i>International Journal of Research in Marketing</i> , <b>2016</b> , 33, 475-490                                | 5.5  | 67        |
| 44 | Paths to and off purchase: quantifying the impact of traditional marketing and online consumer activity. <i>Journal of the Academy of Marketing Science</i> , <b>2016</b> , 44, 440-453           | 12.4 | 110       |

|    |  |      |     |
|----|--|------|-----|
| 43 | The formation, evolution and replacement of price-quality relationships. <i>Journal of the Academy of Marketing Science</i> , <b>2016</b> , 44, 46-65  | 12.4 | 15  |
| 42 | 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> , <b>2016</b> , 33, 491-507    | 5.5  | 78  |
| 41 | The impact of brand familiarity on online and offline media synergy. <i>International Journal of Research in Marketing</i> , <b>2016</b> , 33, 739-753   | 5.5  | 33  |
| 40 | 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> , <b>2016</b> , 33, 639-655 | 5.5  | 51  |
| 39 | Selecting Predictive Metrics for Marketing Dashboards - An Analytical Approach. <i>Journal of Marketing Behavior</i> , <b>2016</b> , 2, 195-224  | 0.5  | 6   |
| 38 | Building With Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multichannel Environment. <i>Journal of Retailing</i> , <b>2015</b> , 91, 182-197  | 6.5  | 155 |
| 37 | Fanning the Flames? how Media Coverage of a Price War Affects Retailers, Consumers, and Investors. <i>Journal of Marketing Research</i> , <b>2015</b> , 52, 674-693  | 5.2  | 19  |
| 36 | The Hare and the Tortoise: Do Earlier Adopters of Online Channels Purchase More?. <i>Journal of Retailing</i> , <b>2015</b> , 91, 289-308  | 6.5  | 24  |
| 35 | No Comment?! The Drivers of Reactions to Online Posts in Professional Groups. <i>SSRN Electronic Journal</i> , <b>2014</b> ,   | 1    | 1   |
| 34 | How Online Consumer Segments Differ in Long-term Marketing Effectiveness. <i>Journal of Interactive Marketing</i> , <b>2014</b> , 28, 271-284  | 9.8  | 21  |
| 33 | Social Media Metrics: A Framework and Guidelines for Managing Social Media. <i>Journal of Interactive Marketing</i> , <b>2013</b> , 27, 281-298  | 9.8  | 308 |
| 32 | 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> , <b>2013</b> , 30, 57-68             | 5.5  | 48  |
| 31 | What is Special about Marketing Organic Products? How Organic Assortment, Price, and Promotions Drive Retailer Performance. <i>Journal of Marketing</i> , <b>2013</b> , 77, 31-51                                    | 11   | 117 |
| 30 | Does Online Information Drive Offline Revenues?. <i>Journal of Retailing</i> , <b>2011</b> , 87, 1-17  | 6.5  | 148 |
| 29 | Practice Prize Paper: Marketing's Profit Impact: Quantifying Online and Off-line Funnel Progression. <i>Marketing Science</i> , <b>2011</b> , 30, 604-611  | 3.6  | 140 |
| 28 | Mind-Set Metrics in Market Response Models: An Integrative Approach. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 672-684  | 5.2  | 153 |
| 27 | Challenges in Measuring Return on Marketing Investment. <i>Review of Marketing Research</i> , <b>2010</b> , 107-124  | 0.3  | 1   |
| 26 | Metrics That Matter. <i>Journal of Advertising Research</i> , <b>2009</b> , 49, 339-359  | 2.1  | 11  |

|    |  |     |      |
|----|--|-----|------|
| 25 | Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site. <i>Journal of Marketing</i> , <b>2009</b> , 73, 90-102                            | 11  | 1407 |
| 24 | Product Innovations, Advertising, and Stock Returns. <i>Journal of Marketing</i> , <b>2009</b> , 73, 24-43   | 11  | 135  |
| 23 | Retailer Pricing and Competitive Effects. <i>Journal of Retailing</i> , <b>2009</b> , 85, 56-70  | 6.5 | 82   |
| 22 | Dashboards as a Service: Why, What, How, and What Research Is Needed?. <i>Journal of Service Research</i> , <b>2009</b> , 12, 175-189  | 6   | 139  |
| 21 | Product Innovations, Advertising, and Stock Returns. <i>Journal of Marketing</i> , <b>2009</b> , 73, 24-43   | 11  | 221  |
| 20 | Demand-Based Pricing versus Past-Price Dependence: A Cost-Benefit Analysis. <i>Journal of Marketing</i> , <b>2008</b> , 72, 15-27  | 11  | 36   |
| 19 | Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , <b>2008</b> , 72, 19-30   | 11  | 169  |
| 18 | Moving from Free to Fee: How Online Firms Market to Change Their Business Model Successfully. <i>Journal of Marketing</i> , <b>2008</b> , 72, 14-31  | 11  | 64   |
| 17 | The Impact of Brand Equity and Innovation on the Long-Term Effectiveness of Promotions. <i>Journal of Marketing Research</i> , <b>2008</b> , 45, 293-306                                   | 5.2 | 112  |
| 16 | Winners and Losers in a Major Price War. <i>Journal of Marketing Research</i> , <b>2008</b> , 45, 499-518  | 5.2 | 110  |
| 15 | Moving from Free to Fee: How Online Firms Market to Change Their Business Model Successfully. <i>Journal of Marketing</i> , <b>2008</b> , 72, 14-31  | 11  | 134  |
| 14 | Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , <b>2008</b> , 72, 19-30   | 11  | 264  |
| 13 | Retail-Price Drivers and Retailer Profits. <i>Marketing Science</i> , <b>2007</b> , 26, 473-487  | 3.6 | 92   |
| 12 | How retailer and competitor decisions drive the long-term effectiveness of manufacturer promotions for fast moving consumer goods. <i>Journal of Retailing</i> , <b>2007</b> , 83, 297-308 | 6.5 | 60   |
| 11 | Performance Regimes and Marketing Policy Shifts. <i>Marketing Science</i> , <b>2007</b> , 26, 293-311  | 3.6 | 70   |
| 10 | When Do Price Thresholds Matter in Retail Categories?. <i>Marketing Science</i> , <b>2007</b> , 26, 83-100   | 3.6 | 82   |
| 9  | Who Benefits from Store Brand Entry?. <i>Marketing Science</i> , <b>2004</b> , 23, 364-390   | 3.6 | 236  |
| 8  | Les promotions bénéficient-elles aux fabricants, aux distributeurs, ou aux deux ?. <i>Recherche Et Applications En Marketing</i> , <b>2004</b> , 19, 73-90                                 | 0.4 | 2    |

|   |  |     |     |
|---|--|-----|-----|
| 7 | Do Promotions Benefit Manufacturers, Retailers, or Both?. <i>Management Science</i> , <b>2004</b> , 50, 617-629  | 3.9 | 196 |
| 6 | How Dynamic Consumer Response, Competitor Response, Company Support, and Company Inertia Shape Long-Term Marketing Effectiveness. <i>Marketing Science</i> , <b>2004</b> , 23, 596-610 | 3.6 | 120 |
| 5 | New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry. <i>Journal of Marketing</i> , <b>2004</b> , 68, 142-156   | 11  | 400 |
| 4 | Modeling Marketing Dynamics by Time Series Econometrics. <i>Marketing Letters</i> , <b>2004</b> , 15, 167-183  | 2.3 | 51  |
| 3 | The Long-Term Effects of Price Promotions on Category Incidence, Brand Choice, and Purchase Quantity. <i>Journal of Marketing Research</i> , <b>2002</b> , 39, 421-439                 | 5.2 | 238 |
| 2 | How Social Media Drove the 2016 US Presidential Election: A Longitudinal Topic and Platform Analysis. <i>SSRN Electronic Journal</i> ,   | 1   | 3   |
| 1 | EXPRESS: Models that Matter: How Quantitative Marketing Research Can Impact Public Policy. <i>Journal of Public Policy and Marketing</i> ,074391562210983                              | 3.8 | 0   |