

# Jehoshua Eliashberg

## List of Publications by Year in descending order

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55  
papers

5,557  
citations

126708

33  
h-index

155451

55  
g-index

58  
all docs

58  
docs citations

58  
times ranked

2011  
citing authors

#	ARTICLE	IF	CITATIONS
1	Demand and Supply Dynamics for Sequentially Released Products in International Markets: The Case of Motion Pictures. Marketing Science, 2003, 22, 329-354.	2.7	575
2	Film Critics: Influencers or Predictors?. Journal of Marketing, 1997, 61, 68-78.	7.0	451
3	The Motion Picture Industry: Critical Issues in Practice, Current Research, and New Research Directions. Marketing Science, 2006, 25, 638-661.	2.7	419
4	A Parsimonious Model for Forecasting Gross Box-Office Revenues of Motion Pictures. Marketing Science, 1996, 15, 113-131.	2.7	380
5	Film Critics: Influencers or Predictors?. Journal of Marketing, 1997, 61, 68.	7.0	294
6	Modeling Multinational Diffusion Patterns: An Efficient Methodology. Marketing Science, 1989, 8, 231-247.	2.7	283
7	New Product Preannouncing Behavior: A Market Signaling Study. Journal of Marketing Research, 1988, 25, 282-292.	3.0	205
8	From Story Line to Box Office: A New Approach for Green-Lighting Movie Scripts. Management Science, 2007, 53, 881-893.	2.4	201
9	MOVIEMOD: An Implementable Decision-Support System for Prerelease Market Evaluation of Motion Pictures. Marketing Science, 2000, 19, 226-243.	2.7	181
10	A Viral Branching Model for Predicting the Spread of Electronic Word of Mouth. Marketing Science, 2010, 29, 348-365.	2.7	169
11	Modeling Goes to Hollywood: Predicting Individual Differences in Movie Enjoyment. Management Science, 1994, 40, 1151-1173.	2.4	162
12	Marketing-Production Decisions in an Industrial Channel of Distribution. Management Science, 1987, 33, 981-1000.	2.4	157
13	The Impact of Competitive Entry in a Developing Market Upon Dynamic Pricing Strategies. Marketing Science, 1986, 5, 20-36.	2.7	143
14	New Product Preannouncing Behavior: A Market Signaling Study. Journal of Marketing Research, 1988, 25, 282.	3.0	132
15	Structuring the New Product Development Pipeline. Management Science, 2002, 48, 343-363.	2.4	124
16	SilverScreeneer: A Modeling Approach to Movie Screens Management. Marketing Science, 1999, 18, 352-372.	2.7	117
17	New Product Announcement Signals and Incumbent Reactions. Journal of Marketing, 1995, 59, 1-15.	7.0	107
18	New Product Announcement Signals and Incumbent Reactions. Journal of Marketing, 1995, 59, 1.	7.0	96

#	ARTICLE	IF	CITATIONS
19	Analytical Models of Competition with Implications for Marketing: Issues, Findings, and Outlook. Journal of Marketing Research, 1985, 22, 237-261.	3.0	84
20	Developing Marketing Expert Systems: An Application to International Negotiations. Journal of Marketing, 1989, 53, 24-39.	7.0	82
21	Chapter 18 Marketing-production joint decision-making. Handbooks in Operations Research and Management Science, 1993, 5, 827-880.	0.6	76
22	A Knowledge-Based System for Advertising Design. Marketing Science, 1990, 9, 212-229.	2.7	74
23	Risk Sharing and Group Decision Making. Management Science, 1981, 27, 1221-1235.	2.4	71
24	Analytical Models of Competition with Implications for Marketing: Issues, Findings, and Outlook. Journal of Marketing Research, 1985, 22, 237.	3.0	70
25	Calculating the Reserve for a Time and Usage Indexed Warranty. Management Science, 1997, 43, 966-975.	2.4	64
26	Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context. Journal of Marketing Research, 1986, 23, 101-110.	3.0	62
27	Assessing Box Office Performance Using Movie Scripts: A Kernel-Based Approach. IEEE Transactions on Knowledge and Data Engineering, 2014, 26, 2639-2648.	4.0	62
28	Developing Marketing Expert Systems: An Application to International Negotiations. Journal of Marketing, 1989, 53, 24.	7.0	61
29	Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context. Journal of Marketing Research, 1986, 23, 101.	3.0	53
30	An Analysis of Several New Product Performance Metrics. Manufacturing and Service Operations Management, 2000, 2, 337-349.	2.3	50
31	A Measurement Error Approach for Modeling Consumer Risk Preference. Management Science, 1985, 31, 1-25.	2.4	47
32	Demand-driven scheduling of movies in a multiplex. International Journal of Research in Marketing, 2009, 26, 75-88.	2.4	45
33	Competitive Strategies for Two Firms with Asymmetric Production Cost Structures. Management Science, 1991, 37, 1452-1473.	2.4	42
34	The antecedents and consequences of restrictive age-based ratings in the global motion picture industry. International Journal of Research in Marketing, 2011, 28, 367-377.	2.4	42
35	Talk Bursts: The Role of Spikes in Prerelease Word-of-Mouth Dynamics. Journal of Marketing Research, 2018, 55, 801-817.	3.0	41
36	The consumer's rent vs. buy decision in the rentailer. International Journal of Research in Marketing, 2009, 26, 125-135.	2.4	32

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37	A Dynamic Competitive Forecasting Model Incorporating Dyadic Decision Making. Management Science, 2008, 54, 820-834.	2.4	29
38	Implementing and Evaluating SilverScreen: A Marketing Management Support System for Movie Exhibitors. Interfaces, 2001, 31, S108-S127.	1.6	28
39	Modeling DVD Preorder and Sales: An Optimal Stopping Approach. Marketing Science, 2008, 27, 1097-1110.	2.7	25
40	Consumer Preference Judgments: An Exposition with Empirical Applications. Management Science, 1980, 26, 60-77.	2.4	24
41	An experimental study of alternative preparation aids for international negotiations. Group Decision and Negotiation, 1992, 1, 243-267.	2.0	24
42	The role of network embeddedness in film success. International Journal of Research in Marketing, 2016, 33, 328-342.	2.4	23
43	Implementing and Evaluating SilverScreen: A Marketing Management Support System for Movie Exhibitors. Interfaces, 2001, 31, 108-127.	1.6	22
44	Evolutionary approach to the development of decision support systems in the movie industry. Decision Support Systems, 2009, 47, 1-12.	3.5	17
45	An Anatomy of a Decision-Support System for Developing and Launching Line Extensions. Journal of Marketing Research, 1997, 34, 117.	3.0	15
46	The Role of Attitude Toward Risk in Strictly Competitive Decision-Making Situations. Management Science, 1978, 24, 1231-1241.	2.4	13
47	Decision Models for the Movie Industry. Profiles in Operations Research, 2008, , 437-468.	0.3	13
48	An Investigation of Competitive Preference Structures and Posterior Performance Through a Bayesian Decision-Theoretic Approach. Management Science, 1981, 27, 785-801.	2.4	11
49	Chapter 1 Mathematical marketing models: Some historical perspectives and future projections. Handbooks in Operations Research and Management Science, 1993, 5, 3-23.	0.6	11
50	The Film Exhibition Business: Critical Issues, Practice, and Research. , 2005, , 138-162.		10
51	Portfolio Management in New Drug Development. International Series in Quantitative Marketing, 2014, , 83-118.	0.5	9
52	A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies. Journal of Marketing Research, 1988, 25, 363-375.	3.0	7
53	Optimal advertising and pricing for a three-stage time-lagged monopolistic diffusion model incorporating income. Optimal Control Applications and Methods, 1989, 10, 313-331.	1.3	7
54	A Diffusion Model for Preannounced Products. Customer Needs and Solutions, 2014, 1, 77-89.	0.5	5

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55	A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies. Journal of Marketing Research, 1988, 25, 363.	3.0	4