

Bas Donkers

List of Publications by Year in descending order

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74
papers

4,715
citations

136740

32
h-index

110170

64
g-index

74
all docs

74
docs citations

74
times ranked

4681
citing authors

#	ARTICLE	IF	CITATIONS
1	Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. <i>Journal of Service Research</i> , 2010, 13, 297-310.	7.8	956
2	Sample Size Requirements for Discrete-Choice Experiments in Healthcare: a Practical Guide. <i>Patient</i> , 2015, 8, 373-384.	1.1	497
3	Estimating Risk Attitudes using Lotteries: A Large Sample Approach. <i>Journal of Risk and Uncertainty</i> , 2001, 22, 165-195.	0.8	297
4	The effect of acquisition channels on customer loyalty and cross-buying. <i>Journal of Interactive Marketing</i> , 2005, 19, 31-43.	4.3	198
5	Predicting customer potential value an application in the insurance industry. <i>Decision Support Systems</i> , 2001, 32, 189-199.	3.5	167
6	Labeled versus Unlabeled Discrete Choice Experiments in Health Economics: An Application to Colorectal Cancer Screening. <i>Value in Health</i> , 2010, 13, 315-323.	0.1	156
7	Understanding brand and dealer retention in the new car market: The moderating role of brand tier. <i>Journal of Retailing</i> , 2007, 83, 97-113.	4.0	150
8	Firm Size and Export Intensity: Solving an Empirical Puzzle. <i>Journal of International Business Studies</i> , 2002, 33, 603-613.	4.6	141
9	Subjective measures of household preferences and financial decisions. <i>Journal of Economic Psychology</i> , 1999, 20, 613-642.	1.1	133
10	Modeling CLV: A test of competing models in the insurance industry. <i>Quantitative Marketing and Economics</i> , 2007, 5, 163-190.	0.7	113
11	Model-Based Purchase Predictions for Large Assortments. <i>Marketing Science</i> , 2016, 35, 389-404.	2.7	100
12	Dynamic and Competitive Effects of Direct Mailings: A Charitable Giving Application. <i>Journal of Marketing Research</i> , 2009, 46, 120-133.	3.0	90
13	Methods for exploring and eliciting patient preferences in the medical product lifecycle: a literature review. <i>Drug Discovery Today</i> , 2019, 24, 1324-1331.	3.2	90
14	Digital platform openness: Drivers, dimensions and outcomes. <i>Journal of Business Research</i> , 2021, 122, 902-914.	5.8	85
15	Preferences for colorectal cancer screening strategies: a discrete choice experiment. <i>British Journal of Cancer</i> , 2010, 102, 972-980.	2.9	77
16	Girlsâ€™ preferences for HPV vaccination: A discrete choice experiment. <i>Vaccine</i> , 2010, 28, 6692-6697.	1.7	72
17	Patientsâ€™ and urologistsâ€™ preferences for prostate cancer treatment: a discrete choice experiment. <i>British Journal of Cancer</i> , 2013, 109, 633-640.	2.9	70
18	Are Healthcare Choices Predictable? The Impact of Discrete Choice Experiment Designs and Models. <i>Value in Health</i> , 2019, 22, 1050-1062.	0.1	69

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19	Complexity Effects in Choice Experiment-Based Models. <i>Journal of Marketing Research</i> , 2012, 49, 424-434.	3.0	63
20	Can healthcare choice be predicted using stated preference data?. <i>Social Science and Medicine</i> , 2020, 246, 112736.	1.8	60
21	Does irritation induced by charitable direct mailings reduce donations?. <i>International Journal of Research in Marketing</i> , 2009, 26, 180-188.	2.4	57
22	Men's preferences for prostate cancer screening: a discrete choice experiment. <i>British Journal of Cancer</i> , 2013, 108, 533-541.	2.9	54
23	The impact of vaccination and patient characteristics on influenza vaccination uptake of elderly people: A discrete choice experiment. <i>Vaccine</i> , 2018, 36, 1467-1476.	1.7	53
24	Consumer decisions with artificially intelligent voice assistants. <i>Marketing Letters</i> , 2020, 31, 335-347.	1.9	51
25	Attribute level overlap (and color coding) can reduce task complexity, improve choice consistency, and decrease the dropout rate in discrete choice experiments. <i>Health Economics (United Kingdom)</i> , 2019, 28, 350-363.	0.8	50
26	Effect of Level Overlap and Color Coding on Attribute Non-Attendance in Discrete Choice Experiments. <i>Value in Health</i> , 2018, 21, 767-771.	0.1	48
27	The effect of urban green on small-area (healthy) life expectancy. <i>Journal of Epidemiology and Community Health</i> , 2014, 68, 999-1002.	2.0	47
28	Savings adequacy uncertainty: Driver or obstacle to increased pension contributions?. <i>Journal of Economic Psychology</i> , 2012, 33, 882-896.	1.1	42
29	A labelled discrete choice experiment adds realism to the choices presented: preferences for surveillance tests for Barrett esophagus. <i>BMC Medical Research Methodology</i> , 2009, 9, 31.	1.4	40
30	Changing Perceptions and Changing Behavior in Customer Relationships. <i>Marketing Letters</i> , 2002, 13, 121-134.	1.9	39
31	Should I Stay or Should I Go Home? A Latent Class Analysis of a Discrete Choice Experiment on Hospital-At-Home. <i>Value in Health</i> , 2014, 17, 588-596.	0.1	39
32	Tunnel Vision: Local Behavioral Influences on Consumer Decisions in Product Search. <i>Marketing Science</i> , 2010, 29, 438-455.	2.7	37
33	HOW CERTAIN ARE DUTCH HOUSEHOLDS ABOUT FUTURE INCOME? AN EMPIRICAL ANALYSIS. <i>Review of Income and Wealth</i> , 1999, 45, 325-338.	1.5	36
34	Predictably Non-Bayesian: Quantifying Salience Effects in Physician Learning About Drug Quality. <i>Marketing Science</i> , 2011, 30, 305-320.	2.7	35
35	Whose Algorithm Says So: The Relationships between Type of Firm, Perceptions of Trust and Expertise, and the Acceptance of Financial Robo-Advice. <i>Journal of Interactive Marketing</i> , 2020, 49, 107-124.	4.3	34
36	Selective Sampling for Binary Choice Models. <i>Journal of Marketing Research</i> , 2003, 40, 492-497.	3.0	32

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37	Are Health State Valuations from the General Public Biased? A Test of Health State Reference Dependency Using Self-Assessed Health and an Efficient Discrete Choice Experiment. <i>Health Economics (United Kingdom)</i> , 2017, 26, 1534-1547.	0.8	31
38	Advocating a Paradigm Shift in Health-State Valuations: The Estimation of Time-Preference Corrected QALY Tariffs. <i>Value in Health</i> , 2018, 21, 993-1001.	0.1	31
39	Deriving target selection rules from endogenously selected samples. <i>Journal of Applied Econometrics</i> , 2006, 21, 549-562.	1.3	29
40	Channeling Consumers to Preferred Providers and the Impact of Status Quo Bias: Does Type of Provider Matter?. <i>Health Services Research</i> , 2011, 46, 510-530.	1.0	27
41	Comparison of Bayesian Random-Effects and Traditional Life Expectancy Estimations in Small-Area Applications. <i>American Journal of Epidemiology</i> , 2012, 176, 929-937.	1.6	27
42	Summarizing Patient Preferences for the Competitive Landscape of Multiple Sclerosis Treatment Options. <i>Medical Decision Making</i> , 2020, 40, 198-211.	1.2	27
43	Selecting Profitable Customers for Complex Services on the Internet. <i>Journal of Service Research</i> , 2005, 8, 37-47.	7.8	25
44	Customs-related Transaction Costs, Firm Size and International Trade Intensity. <i>Small Business Economics</i> , 2003, 21, 257-271.	4.4	21
45	Small-area health comparisons using health-adjusted life expectancies: A Bayesian random-effects approach. <i>Health and Place</i> , 2013, 23, 70-78.	1.5	20
46	Which preferred providers are really preferred? Effectiveness of insurers' channeling incentives on pharmacy choice. <i>International Journal of Health Care Finance and Economics</i> , 2009, 9, 347-366.	1.2	19
47	Do charities get more when they ask more often? Evidence from a unique field experiment. <i>Journal of Behavioral and Experimental Economics</i> , 2017, 66, 58-65.	0.5	19
48	Understanding Large-Scale Dynamic Purchase Behavior. <i>Marketing Science</i> , 2021, 40, 844-870.	2.7	19
49	What Factors Influence Non-Participation Most in Colorectal Cancer Screening? A Discrete Choice Experiment. <i>Patient</i> , 2021, 14, 269-281.	1.1	16
50	Individuals' Decisions in the Presence of Multiple Goals. <i>Customer Needs and Solutions</i> , 2018, 5, 51-64.	0.5	13
51	Econometric analysis of microscopic simulation models. <i>Quantitative Finance</i> , 2010, 10, 1187-1201.	0.9	11
52	ABC Index: quantifying experienced burden of COPD in a discrete choice experiment and predicting costs. <i>BMJ Open</i> , 2017, 7, e017831.	0.8	11
53	Product set granularity and consumer response to recommendations. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 186-202.	7.2	11
54	The impact of nursing homes on small-area life expectancies. <i>Health and Place</i> , 2013, 19, 25-32.	1.5	10

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55	Promoting later planned retirement: Construal level intervention impact reverses with age. <i>Journal of Economic Psychology</i> , 2015, 50, 124-131.	1.1	10
56	Severity-Stratified Discrete Choice Experiment Designs for Health State Evaluations. <i>Pharmacoeconomics</i> , 2018, 36, 1377-1389.	1.7	9
57	Preference Dynamics in Sequential Consumer Choice with Defaults. <i>Journal of Marketing Research</i> , 2020, 57, 1096-1112.	3.0	9
58	Estimating the Impact of Health-related Behaviors on Geographic Variation in Cardiovascular Mortality. <i>Epidemiology</i> , 2015, 26, 888-897.	1.2	8
59	Mimicking Real-Life Decision Making in Health: Allowing Respondents Time to Think in a Discrete Choice Experiment. <i>Value in Health</i> , 2020, 23, 945-952.	0.1	7
60	SPECIFICATION AND ESTIMATION OF SEMIPARAMETRIC MULTIPLE-INDEX MODELS. <i>Econometric Theory</i> , 2008, 24, 1584-1606.	0.6	6
61	Digital customization of consumer investments in multiple funds: virtual integration improves riskâ€“return decisions. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 723-742.	7.2	5
62	The Econometric Analysis of Microscopic Simulation Models. <i>SSRN Electronic Journal</i> , 2006, , .	0.4	4
63	The Fold-in, Fold-out Design for DCE Choice Tasks: Application to Burden of Disease. <i>Medical Decision Making</i> , 2019, 39, 450-460.	1.2	4
64	The Non- and Semiparametric Analysis of MS Models: Some Applications. <i>SSRN Electronic Journal</i> , 0, , .	0.4	3
65	Individuals' Decisions in the Presence of Multiple Goals. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	2
66	Savings Adequacy Uncertainty: Driver or Obstacle to Increase Pension Contributions. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
67	Ambiguity, no Arbitrage, and the Limits to Rational Expectations. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
68	Understanding Large-Scale Dynamic Purchase Behavior. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
69	Tunnel Vision: Local Behavioral Influences on Consumer Decisions in Product Search. <i>SSRN Electronic Journal</i> , 2009, , .	0.4	0
70	The CAPM with Endogenous Beliefs. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
71	Promoting Later Planned Retirement: The Differential Impact of Construal Level Interventions for Younger and Older Individuals. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
72	The assessment of burden of COPD (ABC) tool: What counts most?. , 2016, , .		0

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73	The Assessment of Burden of COPD (ABC) tool: a shared decision-making instrument that is predictive of healthcare costs. <i>International Journal of Integrated Care</i> , 2017, 17, 320.	0.1	0
74	The Econometric Analysis of Agent-Based Models in Finance: An Application. , 2007, , 1081-1091.		0