

Gerard J Tellis

List of Publications by Year in descending order

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72
papers

12,506
citations

43973

48
h-index

85405

71
g-index

72
all docs

72
docs citations

72
times ranked

6657
citing authors

#	ARTICLE	IF	CITATIONS
1	Drivers of Success for Market Entry into China and India. <i>Journal of Marketing</i> , 2008, 72, 1-13.	7.0	1,036
2	Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize. <i>Journal of Marketing Research</i> , 1998, 35, 474-487.	3.0	881
3	Research on Innovation: A Review and Agenda for Marketing Science. <i>Marketing Science</i> , 2006, 25, 687-717.	2.7	866
4	Strategic Bundling of Products and Prices: A New Synthesis for Marketing. <i>Journal of Marketing</i> , 2002, 66, 55-72.	7.0	586
5	Mining Marketing Meaning from Online Chatter: Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation. <i>Journal of Marketing Research</i> , 2014, 51, 463-479.	3.0	575
6	Pioneer Advantage: Marketing Logic or Marketing Legend?. <i>Journal of Marketing Research</i> , 1993, 30, 158-170.	3.0	518
7	Does Chatter Really Matter? Dynamics of User-Generated Content and Stock Performance. <i>Marketing Science</i> , 2012, 31, 198-215.	2.7	497
8	The Price Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales. <i>Journal of Marketing Research</i> , 1988, 25, 331-341.	3.0	382
9	How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities. <i>Journal of Marketing Research</i> , 2011, 48, 457-471.	3.0	378
10	Radical Innovation Across Nations: The Preeminence of Corporate Culture. <i>Journal of Marketing</i> , 2009, 73, 3-23.	7.0	377
11	Technological Evolution and Radical Innovation. <i>Journal of Marketing</i> , 2005, 69, 152-168.	7.0	356
12	The International Takeoff of New Products: The Role of Economics, Culture, and Country Innovativeness. <i>Marketing Science</i> , 2003, 22, 188-208.	2.7	342
13	Advertising Exposure, Loyalty, and Brand Purchase: A Two-Stage Model of Choice. <i>Journal of Marketing Research</i> , 1988, 25, 134-144.	3.0	337
14	Contextual and Temporal Components of Reference Price. <i>Journal of Marketing</i> , 1994, 58, 22.	7.0	289
15	Competitive Price and Quality Under Asymmetric Information. <i>Marketing Science</i> , 1987, 6, 240-253.	2.7	260
16	Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in the Product Life Cycle. <i>Marketing Science</i> , 2004, 23, 207-218.	2.7	253
17	Will It Ever Fly? Modeling the Takeoff of Really New Consumer Durables. <i>Marketing Science</i> , 1997, 16, 256-270.	2.7	251
18	Disruptive Technology or Visionary Leadership?*. <i>Journal of Product Innovation Management</i> , 2006, 23, 34-38.	5.2	233

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19	What to Say When: Advertising Appeals in Evolving Markets. <i>Journal of Marketing Research</i> , 2001, 38, 399-414.	3.0	212
20	Do Innovations Really Pay Off? Total Stock Market Returns to Innovation. <i>Marketing Science</i> , 2009, 28, 442-456.	2.7	212
21	Best Value, Price-Seeking, and Price Aversion: The Impact of Information and Learning on Consumer Choices. <i>Journal of Marketing</i> , 1990, 54, 34.	7.0	206
22	Halo (Spillover) Effects in Social Media: Do Product Recalls of One Brand Hurt or Help Rival Brands?. <i>Journal of Marketing Research</i> , 2016, 53, 143-160.	3.0	201
23	Beyond the Many Faces of Price: An Integration of Pricing Strategies. <i>Journal of Marketing</i> , 1986, 50, 146.	7.0	197
24	Global Consumer Innovativeness: Cross-Country Differences and Demographic Commonalities. <i>Journal of International Marketing</i> , 2009, 17, 1-22.	2.5	185
25	Can culture affect prices? A cross-cultural study of shopping and retail prices. <i>Journal of Retailing</i> , 2001, 77, 57-82.	4.0	168
26	The Value of Quality. <i>Marketing Science</i> , 2007, 26, 758-773.	2.7	149
27	Understanding and managing international growth of new products. <i>International Journal of Research in Marketing</i> , 2004, 21, 421-438.	2.4	147
28	Indirect Network Effects in New Product Growth. <i>Journal of Marketing</i> , 2007, 71, 52-74.	7.0	132
29	Does Quality Win? Network Effects versus Quality in High-Tech Markets. <i>Journal of Marketing Research</i> , 2009, 46, 135-149.	3.0	129
30	Global Takeoff of New Products: Culture, Wealth, or Vanishing Differences?. <i>Marketing Science</i> , 2008, 27, 844-860.	2.7	128
31	Demystifying Disruption: A New Model for Understanding and Predicting Disruptive Technologies. <i>Marketing Science</i> , 2011, 30, 339-354.	2.7	121
32	Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why?. <i>Marketing Science</i> , 1995, 14, 271-299.	2.7	110
33	Functional Regression: A New Model for Predicting Market Penetration of New Products. <i>Marketing Science</i> , 2009, 28, 36-51.	2.7	106
34	Which Ad Works, When, Where, and how Often? Modeling the Effects of Direct Television Advertising. <i>Journal of Marketing Research</i> , 2000, 37, 32-46.	3.0	101
35	An Analysis of the Tradeoff between Advertising and Price Discounting. <i>Journal of Marketing Research</i> , 1991, 28, 160.	3.0	100
36	The Relationship between Advertising and Product Quality over the Product Life Cycle: A Contingency Theory. <i>Journal of Marketing Research</i> , 1988, 25, 64-71.	3.0	98

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37	Losers, Winners, and Biased Trades. <i>Journal of Consumer Research</i> , 2005, 32, 324-329.	3.5	98
38	Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions. <i>Journal of Marketing</i> , 2006, 70, 65-78.	7.0	90
39	Optimal Data Interval for Estimating Advertising Response. <i>Marketing Science</i> , 2006, 25, 217-229.	2.7	90
40	An Evolutionary Approach to Product Growth Theory. <i>Journal of Marketing</i> , 1981, 45, 125-132.	7.0	89
41	Beyond diffusion: an affordability model of the growth of new consumer durables. <i>Journal of Forecasting</i> , 1998, 17, 259-280.	1.6	82
42	In Search of Diversity: The Record of Major Marketing Journals. <i>Journal of Marketing Research</i> , 1999, 36, 120.	3.0	77
43	Interesting and impactful research: on phenomena, theory, and writing. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 1-6.	7.2	68
44	Does Offline TV Advertising Affect Online Chatter? Quasi-Experimental Analysis Using Synthetic Control. <i>Marketing Science</i> , 2017, 36, 862-878.	2.7	63
45	Predicting the Path of Technological Innovation: SAW vs. Moore, Bass, Gompertz, and Kryder. <i>Marketing Science</i> , 2012, 31, 964-979.	2.7	62
46	Make, Buy, or Ally? Choice of and Payoff from Announcements of Alternate Strategies for Innovations. <i>Marketing Science</i> , 2014, 33, 114-133.	2.7	61
47	Generalizations about Advertising Effectiveness in Markets. <i>Journal of Advertising Research</i> , 2009, 49, 240-245.	1.0	59
48	Research on Advertising in a Recession. <i>Journal of Advertising Research</i> , 2009, 49, 304-327.	1.0	59
49	Extent and impact of response biases in cross-national survey research. <i>International Journal of Research in Marketing</i> , 2010, 27, 329-341.	2.4	58
50	Skimming or Penetration? Strategic Dynamic Pricing for New Products. <i>Marketing Science</i> , 2015, 34, 235-249.	2.7	51
51	Blowing Bubbles: Heuristics and Biases in the Run-Up of Stock Prices. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 486-503.	7.2	42
52	Does manufacturer advertising suppress or stimulate retail price promotions? Analytical model and empirical analysis. <i>Journal of Retailing</i> , 2002, 78, 253-263.	4.0	39
53	To Whom, When, and How Much to Discount? A Constrained Optimization of Customized Temporal Discounts. <i>Journal of Retailing</i> , 2013, 89, 361-373.	4.0	35
54	Practice Prize Reports. <i>Marketing Science</i> , 2005, 24, 351-366.	2.7	34

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55	Getting a Grip on the Saddle: Chasms or Cycles?. <i>Journal of Marketing</i> , 2011, 75, 21-34.	7.0	33
56	Important research questions in technology and innovation. <i>Industrial Marketing Management</i> , 2008, 37, 629-632.	3.7	23
57	Pricing in the international takeoff of new products. <i>International Journal of Research in Marketing</i> , 2013, 30, 249-264.	2.4	21
58	The Dive and Disruption of Successful Current Products: Measures, Global Patterns, and Predictive Model. <i>Journal of Product Innovation Management</i> , 2016, 33, 53-68.	5.2	21
59	Is China uniform? Intra-country differences in the takeoff of new products. <i>Technovation</i> , 2016, 47, 1-13.	4.2	20
60	Big Data Analysis of Volatility Spillovers of Brands across Social Media and Stock Markets. <i>Industrial Marketing Management</i> , 2020, 88, 465-484.	3.7	18
61	A decomposition of repeat buying. <i>Marketing Letters</i> , 1992, 3, 407-417.	1.9	16
62	Spinoffs versus buyouts: Profitability of alternate routes for commercializing innovations. <i>Strategic Management Journal</i> , 2014, 35, 2043-2052.	4.7	16
63	Stock Market Returns to Financial Innovations Before and During the Financial Crisis in the United States and Europe. <i>Journal of Product Innovation Management</i> , 2014, 31, 973-986.	5.2	10
64	Silicon envy: How global innovation clusters hurt or stimulate each other across developed and emerging markets. <i>Journal of International Business Studies</i> , 2018, 49, 902-918.	4.6	10
65	Do consumers ever learn? Analysis of segment behavior in experimental markets. <i>Journal of Behavioral Decision Making</i> , 2000, 13, 19-34.	1.0	9
66	Advertising's Role in Capitalist Markets: What Do We Know and Where Do We Go from Here?. <i>Journal of Advertising Research</i> , 2005, 45, 162.	1.0	9
67	The New Marketing Research Systems. <i>Journal of Marketing Research</i> , 1996, 33, 114.	3.0	7
68	Beyond diffusion: an affordability model of the growth of new consumer durables. <i>Journal of Forecasting</i> , 1998, 17, 259-280.	1.6	7
69	Innovation Does Pay Off—If You Measure Correctly. <i>Research Technology Management</i> , 2009, 52, 13-15.	0.6	6
70	What Scanner-panel Data Tell Us about Advertising. <i>Journal of Advertising Research</i> , 2011, 51, 87-100.	1.0	3
71	User-Generated Content and Stock Performance: Does Online Chatter Matter?. <i>NIM Marketing Intelligence Review</i> , 2013, 5, 13-17.	0.4	1
72	The research impact of Dr. Jagdish Sheth. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 433-436.	1.4	0