

Gerard J Tellis

List of Publications by Citations

Source: <https://exaly.com/author-pdf/3677535/gerard-j-tellis-publications-by-citations.pdf>

Version: 2024-04-25

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.

70
papers

9,636
citations

45
h-index

72
g-index

72
ext. papers

11,040
ext. citations

5.6
avg, IF

6.69
L-index

#	Paper	IF	Citations
70	Drivers of Success for Market Entry into China and India. <i>Journal of Marketing</i> , 2008 , 72, 1-13	11	944
69	Research on Innovation: A Review and Agenda for Marketing Science. <i>Marketing Science</i> , 2006 , 25, 687-713	11	695
68	Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize. <i>Journal of Marketing Research</i> , 1998 , 35, 474-487	5.2	657
67	Strategic Bundling of Products and Prices: A New Synthesis for Marketing. <i>Journal of Marketing</i> , 2002 , 66, 55-72	11	462
66	Pioneer Advantage: Marketing Logic or Marketing Legend?. <i>Journal of Marketing Research</i> , 1993 , 30, 158-170	5.2	428
65	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	5.2	384
64	Does Chatter Really Matter? Dynamics of User-Generated Content and Stock Performance. <i>Marketing Science</i> , 2012 , 31, 198-215	3.6	358
63	The International Takeoff of New Products: The Role of Economics, Culture, and Country Innovativeness. <i>Marketing Science</i> , 2003 , 22, 188-208	3.6	282
62	The Price Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales. <i>Journal of Marketing Research</i> , 1988 , 25, 331-341	5.2	276
61	How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities. <i>Journal of Marketing Research</i> , 2011 , 48, 457-471	5.2	273
60	Technological Evolution and Radical Innovation. <i>Journal of Marketing</i> , 2005 , 69, 152-168	11	272
59	Radical Innovation Across Nations: The Preeminence of Corporate Culture. <i>Journal of Marketing</i> , 2009 , 73, 3-23	11	253
58	Advertising Exposure, Loyalty, and Brand Purchase: A Two-Stage Model of Choice. <i>Journal of Marketing Research</i> , 1988 , 25, 134-144	5.2	249
57	Contextual and Temporal Components of Reference Price. <i>Journal of Marketing</i> , 1994 , 58, 22	11	226
56	Competitive Price and Quality Under Asymmetric Information. <i>Marketing Science</i> , 1987 , 6, 240-253	3.6	224
55	Will It Ever Fly? Modeling the Takeoff of Really New Consumer Durables. <i>Marketing Science</i> , 1997 , 16, 256-270	3.6	202
54	Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in the Product Life Cycle. <i>Marketing Science</i> , 2004 , 23, 207-218	3.6	197

53	Disruptive Technology or Visionary Leadership?*. <i>Journal of Product Innovation Management</i> , 2006 , 23, 34-38	7.1	173
52	What to Say When: Advertising Appeals in Evolving Markets. <i>Journal of Marketing Research</i> , 2001 , 38, 399-414	5.2	157
51	Global Consumer Innovativeness: Cross-Country Differences and Demographic Commonalities. <i>Journal of International Marketing</i> , 2009 , 17, 1-22	3.9	154
50	Beyond the Many Faces of Price: An Integration of Pricing Strategies. <i>Journal of Marketing</i> , 1986 , 50, 146	11	154
49	Do Innovations Really Pay Off? Total Stock Market Returns to Innovation. <i>Marketing Science</i> , 2009 , 28, 442-456	3.6	153
48	Best Value, Price-Seeking, and Price Aversion: The Impact of Information and Learning on Consumer Choices. <i>Journal of Marketing</i> , 1990 , 54, 34	11	151
47	Can culture affect prices? A cross-cultural study of shopping and retail prices. <i>Journal of Retailing</i> , 2001 , 77, 57-82	6.5	147
46	Understanding and managing international growth of new products. <i>International Journal of Research in Marketing</i> , 2004 , 21, 421-438	5.5	125
45	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	5.2	118
44	The Value of Quality. <i>Marketing Science</i> , 2007 , 26, 758-773	3.6	114
43	Indirect Network Effects in New Product Growth. <i>Journal of Marketing</i> , 2007 , 71, 52-74	11	104
42	Global Takeoff of New Products: Culture, Wealth, or Vanishing Differences?. <i>Marketing Science</i> , 2008 , 27, 844-860	3.6	102
41	Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why?. <i>Marketing Science</i> , 1995 , 14, 271-299	3.6	91
40	Does Quality Win? Network Effects versus Quality in High-Tech Markets. <i>Journal of Marketing Research</i> , 2009 , 46, 135-149	5.2	90
39	Demystifying Disruption: A New Model for Understanding and Predicting Disruptive Technologies. <i>Marketing Science</i> , 2011 , 30, 339-354	3.6	90
38	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	5.2	85
37	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	5.2	77
36	Functional Regression: A New Model for Predicting Market Penetration of New Products. <i>Marketing Science</i> , 2009 , 28, 36-51	3.6	75

35	An Analysis of the Tradeoff between Advertising and Price Discounting. <i>Journal of Marketing Research</i> , 1991 , 28, 160	5.2	74
34	Beyond diffusion: an affordability model of the growth of new consumer durables. <i>Journal of Forecasting</i> , 1998 , 17, 259-280	2.1	70
33	Losers, Winners, and Biased Trades. <i>Journal of Consumer Research</i> , 2005 , 32, 324-329	6.3	70
32	Optimal Data Interval for Estimating Advertising Response. <i>Marketing Science</i> , 2006 , 25, 217-229	3.6	69
31	In Search of Diversity: The Record of Major Marketing Journals. <i>Journal of Marketing Research</i> , 1999 , 36, 120	5.2	68
30	Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions. <i>Journal of Marketing</i> , 2006 , 70, 65-78	11	63
29	An Evolutionary Approach to Product Growth Theory. <i>Journal of Marketing</i> , 1981 , 45, 125-132	11	60
28	Make, Buy, or Ally? Choice of and Payoff from Announcements of Alternate Strategies for Innovations. <i>Marketing Science</i> , 2014 , 33, 114-133	3.6	52
27	Extent and impact of response biases in cross-national survey research. <i>International Journal of Research in Marketing</i> , 2010 , 27, 329-341	5.5	47
26	Generalizations about Advertising Effectiveness in Markets. <i>Journal of Advertising Research</i> , 2009 , 49, 240-245	2.1	45
25	Research on Advertising in a Recession. <i>Journal of Advertising Research</i> , 2009 , 49, 304-327	2.1	45
24	Predicting the Path of Technological Innovation: SAW vs. Moore, Bass, Gompertz, and Kryder. <i>Marketing Science</i> , 2012 , 31, 964-979	3.6	43
23	Does Offline TV Advertising Affect Online Chatter? Quasi-Experimental Analysis Using Synthetic Control. <i>Marketing Science</i> , 2017 , 36, 862-878	3.6	36
22	Skimming or Penetration? Strategic Dynamic Pricing for New Products. <i>Marketing Science</i> , 2015 , 34, 235-249	3.6	30
21	Does manufacturer advertising suppress or stimulate retail price promotions? Analytical model and empirical analysis. <i>Journal of Retailing</i> , 2002 , 78, 253-263	6.5	30
20	Practice Prize Reports. <i>Marketing Science</i> , 2005 , 24, 351-366	3.6	29
19	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	12.4	27
18	Getting a Grip on the Saddle: Chasms or Cycles?. <i>Journal of Marketing</i> , 2011 , 75, 21-34	11	24

17	To Whom, When, and How Much to Discount? A Constrained Optimization of Customized Temporal Discounts. <i>Journal of Retailing</i> , 2013 , 89, 361-373	6.5	23
16	Pricing in the international takeoff of new products. <i>International Journal of Research in Marketing</i> , 2013 , 30, 249-264	5.5	19
15	Important research questions in technology and innovation. <i>Industrial Marketing Management</i> , 2008 , 37, 629-632	6.9	18
14	Is China uniform? Intra-country differences in the takeoff of new products. <i>Technovation</i> , 2016 , 47, 1-13	7.9	17
13	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	7.1	15
12	A decomposition of repeat buying. <i>Marketing Letters</i> , 1992 , 3, 407-417	2.3	13
11	Spinoffs versus buyouts: Profitability of alternate routes for commercializing innovations. <i>Strategic Management Journal</i> , 2014 , 35, 2043-2052	5.2	12
10	Big Data Analysis of Volatility Spillovers of Brands across Social Media and Stock Markets. <i>Industrial Marketing Management</i> , 2020 , 88, 465-484	6.9	12
9	Do consumers ever learn? Analysis of segment behavior in experimental markets. <i>Journal of Behavioral Decision Making</i> , 2000 , 13, 19-34	2.4	8
8	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	7.1	7
7	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	2.1	6
6	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	8.5	4
5	Innovation Does Pay Off If You Measure Correctly. <i>Research Technology Management</i> , 2009 , 52, 13-15	1.6	4
4	Beyond diffusion: an affordability model of the growth of new consumer durables 1998 , 17, 259		3
3	What Scanner-panel Data Tell Us about Advertising. <i>Journal of Advertising Research</i> , 2011 , 51, 87-100	2.1	2
2	User-Generated Content and Stock Performance: Does Online Chatter Matter?. <i>NIM Marketing Intelligence Review</i> , 2013 , 5, 13-17	1	1
1	The research impact of Dr. Jagdish Sheth. <i>Journal of Global Scholars of Marketing Science</i> , 2021 , 31, 433-436		