

Gerard J Tellis

List of Publications by Year in Descending Order

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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	The research impact of Dr. Jagdish Sheth. <i>Journal of Global Scholars of Marketing Science</i> , 2021 , 31, 433-436		
69	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
68	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
67	Does Offline TV Advertising Affect Online Chatter? Quasi-Experimental Analysis Using Synthetic Control. <i>Marketing Science</i> , 2017 , 36, 862-878	3.6	36
66	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
65	Is China uniform? Intra-country differences in the takeoff of new products. <i>Technovation</i> , 2016 , 47, 1-13	7.9	17
64	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
63	Skimming or Penetration? Strategic Dynamic Pricing for New Products. <i>Marketing Science</i> , 2015 , 34, 235-249	3.6	30
62	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
61	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
60	Spinoffs versus buyouts: Profitability of alternate routes for commercializing innovations. <i>Strategic Management Journal</i> , 2014 , 35, 2043-2052	5.2	12
59	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
58	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
57	Pricing in the international takeoff of new products. <i>International Journal of Research in Marketing</i> , 2013 , 30, 249-264	5.5	19
56	User-Generated Content and Stock Performance: Does Online Chatter Matter?. <i>NIM Marketing Intelligence Review</i> , 2013 , 5, 13-17	1	1
55	Predicting the Path of Technological Innovation: SAW vs. Moore, Bass, Gompertz, and Kryder. <i>Marketing Science</i> , 2012 , 31, 964-979	3.6	43
54	Does Chatter Really Matter? Dynamics of User-Generated Content and Stock Performance. <i>Marketing Science</i> , 2012 , 31, 198-215	3.6	358

53	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
52	Demystifying Disruption: A New Model for Understanding and Predicting Disruptive Technologies. <i>Marketing Science</i> , 2011 , 30, 339-354	3.6	90
51	Getting a Grip on the Saddle: Chasms or Cycles?. <i>Journal of Marketing</i> , 2011 , 75, 21-34	11	24
50	What Scanner-panel Data Tell Us about Advertising. <i>Journal of Advertising Research</i> , 2011 , 51, 87-100	2.1	2
49	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
48	Generalizations about Advertising Effectiveness in Markets. <i>Journal of Advertising Research</i> , 2009 , 49, 240-245	2.1	45
47	Functional Regression: A New Model for Predicting Market Penetration of New Products. <i>Marketing Science</i> , 2009 , 28, 36-51	3.6	75
46	Global Consumer Innovativeness: Cross-Country Differences and Demographic Commonalities. <i>Journal of International Marketing</i> , 2009 , 17, 1-22	3.9	154
45	Does Quality Win? Network Effects versus Quality in High-Tech Markets. <i>Journal of Marketing Research</i> , 2009 , 46, 135-149	5.2	90
44	Do Innovations Really Pay Off? Total Stock Market Returns to Innovation. <i>Marketing Science</i> , 2009 , 28, 442-456	3.6	153
43	Radical Innovation Across Nations: The Preeminence of Corporate Culture. <i>Journal of Marketing</i> , 2009 , 73, 3-23	11	253
42	Innovation Does Pay Off If You Measure Correctly. <i>Research Technology Management</i> , 2009 , 52, 13-15	1.6	4
41	Research on Advertising in a Recession. <i>Journal of Advertising Research</i> , 2009 , 49, 304-327	2.1	45
40	Global Takeoff of New Products: Culture, Wealth, or Vanishing Differences?. <i>Marketing Science</i> , 2008 , 27, 844-860	3.6	102
39	Drivers of Success for Market Entry into China and India. <i>Journal of Marketing</i> , 2008 , 72, 1-13	11	944
38	Important research questions in technology and innovation. <i>Industrial Marketing Management</i> , 2008 , 37, 629-632	6.9	18
37	Indirect Network Effects in New Product Growth. <i>Journal of Marketing</i> , 2007 , 71, 52-74	11	104
36	The Value of Quality. <i>Marketing Science</i> , 2007 , 26, 758-773	3.6	114

35	Research on Innovation: A Review and Agenda for Marketing Science. <i>Marketing Science</i> , 2006 , 25, 687-716	3.76	695
34	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
33	Optimal Data Interval for Estimating Advertising Response. <i>Marketing Science</i> , 2006 , 25, 217-229	3.6	69
32	Disruptive Technology or Visionary Leadership?*. <i>Journal of Product Innovation Management</i> , 2006 , 23, 34-38	7.1	173
31	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
30	Losers, Winners, and Biased Trades. <i>Journal of Consumer Research</i> , 2005 , 32, 324-329	6.3	70
29	Practice Prize Reports. <i>Marketing Science</i> , 2005 , 24, 351-366	3.6	29
28	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
27	Technological Evolution and Radical Innovation. <i>Journal of Marketing</i> , 2005 , 69, 152-168	11	272
26	Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in the Product Life Cycle. <i>Marketing Science</i> , 2004 , 23, 207-218	3.6	197
25	Understanding and managing international growth of new products. <i>International Journal of Research in Marketing</i> , 2004 , 21, 421-438	5.5	125
24	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
23	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
22	Strategic Bundling of Products and Prices: A New Synthesis for Marketing. <i>Journal of Marketing</i> , 2002 , 66, 55-72	11	462
21	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
20	What to Say When: Advertising Appeals in Evolving Markets. <i>Journal of Marketing Research</i> , 2001 , 38, 399-414	5.2	157
19	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
18	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

17	In Search of Diversity: The Record of Major Marketing Journals. <i>Journal of Marketing Research</i> , 1999 , 36, 120	5.2	68
16	Beyond diffusion: an affordability model of the growth of new consumer durables. <i>Journal of Forecasting</i> , 1998 , 17, 259-280	2.1	70
15	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
14	Beyond diffusion: an affordability model of the growth of new consumer durables 1998 , 17, 259		3
13	Will It Ever Fly? Modeling the Takeoff of Really New Consumer Durables. <i>Marketing Science</i> , 1997 , 16, 256-270	3.6	202
12	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
11	Contextual and Temporal Components of Reference Price. <i>Journal of Marketing</i> , 1994 , 58, 22	11	226
10	Pioneer Advantage: Marketing Logic or Marketing Legend?. <i>Journal of Marketing Research</i> , 1993 , 30, 158-170	5.2	428
9	A decomposition of repeat buying. <i>Marketing Letters</i> , 1992 , 3, 407-417	2.3	13
8	An Analysis of the Tradeoff between Advertising and Price Discounting. <i>Journal of Marketing Research</i> , 1991 , 28, 160	5.2	74
7	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
6	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
5	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
4	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
3	Competitive Price and Quality Under Asymmetric Information. <i>Marketing Science</i> , 1987 , 6, 240-253	3.6	224
2	Beyond the Many Faces of Price: An Integration of Pricing Strategies. <i>Journal of Marketing</i> , 1986 , 50, 146	11	154
1	An Evolutionary Approach to Product Growth Theory. <i>Journal of Marketing</i> , 1981 , 45, 125-132	11	60