

Jake D Hoskins

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4749366/publications.pdf>

Version: 2024-02-01

7
papers

186
citations

1478505

6
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

159
citing authors

#	ARTICLE	IF	CITATIONS
1	How within-country consumer product (or brand) localness and supporting marketing tactics influence sales performance. <i>European Journal of Marketing</i> , 2021, 55, 565-592.	2.9	12
2	The influence of the online community, professional critics, and location similarity on review ratings for niche and mainstream brands. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 1065-1087.	11.2	11
3	The evolving role of hit and niche products in brick-and-mortar retail category assortment planning: A large-scale empirical investigation of U.S. consumer packaged goods. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102234.	9.4	16
4	Guilty by Association: Product-Level Category Stigma and Audience Expectations in the U.S. Craft Beer Industry. <i>Journal of Management</i> , 2018, 44, 2934-2960.	9.3	72
5	Little Fish in a Big Pond: Legitimacy Transfer, Authenticity, and Factors of Peripheral Firm Entry and Growth in the Market Center. <i>Strategic Management Journal</i> , 2017, 38, 2532-2552.	7.3	59
6	Hold firm or adapt? An empirical examination of the institutional appeal implications of maintaining the Liberal Arts College identity. <i>Journal of Marketing for Higher Education</i> , 2017, 27, 188-212.	3.2	3
7	Offering value and capturing surplus: A strategy for private label sales in a new customer loyalty building scenario. <i>Journal of Retailing and Consumer Services</i> , 2016, 28, 274-280.	9.4	13