

Eitan Muller

List of Publications by Year in descending order

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91
papers

17,201
citations

46918

47
h-index

51492

86
g-index

92
all docs

92
docs citations

92
times ranked

7897
citing authors

#	ARTICLE	IF	CITATIONS
1	New Product Diffusion Models in Marketing: A Review and Directions for Research. Journal of Marketing, 1990, 54, 1-26.	7.0	4,924
2	Talk of the Network: A Complex Systems Look at the Underlying Process of Word-of-Mouth. Marketing Letters, 2001, 12, 211-223.	1.9	1,486
3	Riding the Saddle: How Cross-Market Communications Can Create a Major Slump in Sales. Journal of Marketing, 2002, 66, 1-16.	7.0	1,063
4	New Product Diffusion Models in Marketing: A Review and Directions for Research. Journal of Marketing, 1990, 54, 1.	7.0	895
5	Innovation diffusion and new product growth models: A critical review and research directions. International Journal of Research in Marketing, 2010, 27, 91-106.	2.4	708
6	New Product Diffusion Models in Marketing: A Review and Directions for Research. , 1991, , 125-177.		401
7	Entrepreneurial Ability, Venture Investments, and Risk Sharing. Management Science, 1990, 36, 1233-1246.	2.4	363
8	CHALLENGES TO THEORY DEVELOPMENT IN ENTREPRENEURSHIP RESEARCH*. Journal of Management Studies, 1993, 30, 815-834.	6.0	335
9	Introduction Strategy for New Products with Positive and Negative Word-of-Mouth. Management Science, 1984, 30, 1389-1404.	2.4	308
10	Diffusion of New Products: Empirical Generalizations and Managerial Uses. Marketing Science, 1995, 14, G79-G88.	2.7	273
11	Timing, diffusion, and substitution of successive generations of technological innovations: The IBM mainframe case. Technological Forecasting and Social Change, 1996, 51, 109-132.	6.2	270
12	Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion. Journal of Marketing, 1995, 59, 29-37.	7.0	262
13	Opportunity costs and entrepreneurial activity. Journal of Business Venturing, 1995, 10, 95-106.	4.0	256
14	Innovation Diffusion and New Product Growth Models in Marketing. Journal of Marketing, 1979, 43, 55-68.	7.0	238
15	“PUSH” AND “PULL” ENTREPRENEURSHIP. Journal of Small Business and Entrepreneurship, 1995, 12, 64-80		237
16	Models of New Product Diffusion Through Advertising and Word-of-Mouth. Management Science, 1978, 24, 1568-1578.	2.4	233
17	Determination of Adopter Categories by Using Innovation Diffusion Models. Journal of Marketing Research, 1990, 27, 37.	3.0	222
18	A Nonuniform Influence Innovation Diffusion Model of New Product Acceptance. Marketing Science, 1983, 2, 273-295.	2.7	221

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19	Decomposing the Value of Word-of-Mouth Seeding Programs: Acceleration versus Expansion. Journal of Marketing Research, 2013, 50, 161-176.	3.0	217
20	Determination of Adopter Categories by Using Innovation Diffusion Models. Journal of Marketing Research, 1990, 27, 37-50.	3.0	215
21	The equivalence of strong positive association and strategy-proofness. Journal of Economic Theory, 1977, 14, 412-418.	0.5	214
22	The chilling effects of network externalities. International Journal of Research in Marketing, 2010, 27, 4-15.	2.4	194
23	The effect of social networks structure on innovation performance: A review and directions for research. International Journal of Research in Marketing, 2019, 36, 3-19.	2.4	194
24	Innovation Diffusion and New Product Growth Models in Marketing. Journal of Marketing, 1979, 43, 55.	7.0	193
25	Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion. Journal of Marketing, 1995, 59, 29.	7.0	173
26	Advertising Pulsing Policies for Generating Awareness for New Products. Marketing Science, 1986, 5, 89-106.	2.7	172
27	The NPV of bad news. International Journal of Research in Marketing, 2007, 24, 186-200.	2.4	171
28	Waterfall and sprinkler new-product strategies in competitive global markets. International Journal of Research in Marketing, 1995, 12, 105-119.	2.4	164
29	From Density to Destiny: Using Spatial Dimension of Sales Data for Early Prediction of New Product Success. Marketing Science, 2004, 23, 419-428.	2.7	138
30	Chapter 8 New-product diffusion models. Handbooks in Operations Research and Management Science, 1993, , 349-408.	0.6	134
31	An Approach for Determining Optimal Product Sampling for the Diffusion of a New Product. Journal of Product Innovation Management, 1995, 12, 124-135.	5.2	131
32	The Diffusion of Services. Journal of Marketing Research, 2009, 46, 163-175.	3.0	131
33	A nonsymmetric responding logistic model for forecasting technological substitution. Technological Forecasting and Social Change, 1981, 20, 199-213.	6.2	122
34	Innovation Diffusion in the Presence of Supply Restrictions. Marketing Science, 1991, 10, 83-90.	2.7	121
35	Characterization of domains admitting nondictatorial social welfare functions and nonmanipulable voting procedures. Journal of Economic Theory, 1977, 16, 457-469.	0.5	117
36	The Role of Within-Brand and Cross-Brand Communications in Competitive Growth. Journal of Marketing, 2009, 73, 19-34.	7.0	110

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37	Social welfare functions when preferences are convex, strictly monotonic, and continuous. Public Choice, 1979, 34, 87-97.	1.0	82
38	Market Share Pioneering Advantage: A Theoretical Approach. Management Science, 1990, 36, 900-918.	2.4	80
39	Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time. Journal of Marketing Research, 1996, 33, 422-430.	3.0	79
40	Capital accumulation games of infinite duration. Journal of Economic Theory, 1984, 33, 322-339.	0.5	72
41	Innovation diffusion in a borderless global market: Will the 1992 unification of the European Community accelerate diffusion of new ideas, products, and technologies?. Technological Forecasting and Social Change, 1994, 45, 221-235.	6.2	69
42	The role of seeding in multi-market entry. International Journal of Research in Marketing, 2005, 22, 375-393.	2.4	68
43	Does Venture Capital Foster the Most Promising Entrepreneurial Firms?. California Management Review, 1990, 32, 102-111.	3.4	67
44	An Empirical Comparison of Awareness Forecasting Models of New Product Introduction. Marketing Science, 1984, 3, 179-197.	2.7	65
45	When is it Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch?. Journal of Marketing Research, 1998, 35, 488-495.	3.0	59
46	Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time. Journal of Marketing Research, 1996, 33, 422.	3.0	52
47	Dynamic co-marketing alliances: When and why do they succeed or fail?. International Journal of Research in Marketing, 2000, 17, 3-31.	2.4	52
48	When Is It Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch?. Journal of Marketing Research, 1998, 35, 488.	3.0	51
49	The Role of Within-Brand and Cross-Brand Communications in Competitive Growth. Journal of Marketing, 2009, 73, 19-34.	7.0	51
50	Does new product growth accelerate across technology generations?. Marketing Letters, 2010, 21, 103-120.	1.9	51
51	When does the majority become a majority? Empirical analysis of the time at which main market adopters purchase the bulk of our sales. Technological Forecasting and Social Change, 2006, 73, 1107-1120.	6.2	49
52	easyJet® pricing strategy: Should low-fare airlines offer last-minute deals?. Quantitative Marketing and Economics, 2008, 6, 279-297.	0.7	47
53	Opinion leadership in small groups. International Journal of Research in Marketing, 2017, 34, 536-552.	2.4	45
54	On the monetization of mobile apps. International Journal of Research in Marketing, 2020, 37, 93-107.	2.4	45

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55	Pricing Patterns of Cellular Phones and Phonecalls: A Segment-Level Analysis. <i>Management Science</i> , 1999, 45, 131-141.	2.4	41
56	Accounting for Discrepancies Between Online and Offline Product Evaluations. <i>Marketing Science</i> , 2019, 38, 88-106.	2.7	41
57	Database Submission – The Evolving Social Network of Marketing Scholars. <i>Marketing Science</i> , 2010, 29, 561-567.	2.7	40
58	Optimal Control with Integral State Equations. <i>Review of Economic Studies</i> , 1976, 43, 469.	2.9	36
59	Trial/awareness advertising decisions. <i>Journal of Economic Dynamics and Control</i> , 1983, 6, 333-350.	0.9	34
60	Delimiting disruption: Why Uber is disruptive, but Airbnb is not. <i>International Journal of Research in Marketing</i> , 2020, 37, 43-55.	2.4	31
61	Essential aggregation procedures on restricted domains of preferences. <i>Journal of Economic Theory</i> , 1983, 30, 34-53.	0.5	28
62	Optimal Three-Part Tariff Plans. <i>Operations Research</i> , 2017, 65, 1177-1189.	1.2	27
63	Assessing the relationship between the user-based market share and unit sales-based market share for pirated software brands in competitive markets. <i>Technological Forecasting and Social Change</i> , 1997, 55, 131-144.	6.2	26
64	Capital Investments and Price Agreements in Semicollusive Markets. <i>RAND Journal of Economics</i> , 1986, 17, 214.	1.3	25
65	Turnpike properties of capital accumulation games. <i>Journal of Economic Theory</i> , 1986, 38, 167-177.	0.5	23
66	Pricing and diffusion of primary and contingent products. <i>Technological Forecasting and Social Change</i> , 1991, 39, 291-307.	6.2	17
67	Majority Choice and the Objective Function of the Firm under Uncertainty. <i>The Bell Journal of Economics</i> , 1979, 10, 670.	1.1	16
68	The benefits of being small: Duopolistic competition with market segmentation. <i>Review of Industrial Organization</i> , 1993, 8, 101-111.	0.4	16
69	The chilling effects of network externalities: Perspectives and conclusions. <i>International Journal of Research in Marketing</i> , 2010, 27, 22-24.	2.4	12
70	Optimal dynamic durability. <i>Journal of Economic Dynamics and Control</i> , 1990, 14, 709-719.	0.9	11
71	“Ten Million Readers Can’t Be Wrong!,” or Can They? On the Role of Information About Adoption Stock in New Product Trial. <i>Marketing Science</i> , 2017, 36, 290-300.	2.7	11
72	On the monetary impact of fashion design piracy. <i>International Journal of Research in Marketing</i> , 2018, 35, 591-610.	2.4	11

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73	Graphs and Anonymous Social Welfare Functions. <i>International Economic Review</i> , 1982, 23, 609.	0.6	8
74	Reply"Reflections on Advertising Pulsing Policies for Generating Awareness for New Products. <i>Marketing Science</i> , 1986, 5, 110-111.	2.7	7
75	Can You See the Chasm?. <i>Review of Marketing Research</i> , 2009, , 38-57.	0.2	7
76	The dynamic adjustment of optimal durability and quality. <i>International Journal of Industrial Organization</i> , 1988, 6, 499-507.	0.6	6
77	Product Positioning Using a Self"Organizing Map and the Rings of Influence. <i>Decision Sciences</i> , 2013, 44, 431-461.	3.2	6
78	Cyclical patterns in brand switching behavior: An issue of pattern recognition. <i>European Journal of Operational Research</i> , 1994, 76, 290-297.	3.5	5
79	MÃ©dias sociaux et entreprise, une route pleine de dÃ©fis Commentaires invitÃ©s. <i>Recherche Et Applications En Marketing</i> , 2011, 26, 117-124.	0.2	5
80	Tax evasion and financial equilibrium. <i>Journal of Economics and Business</i> , 1991, 43, 25-35.	1.7	4
81	Majority Choice and the Objective Function of the Firm under Uncertainty: Reply. <i>The Bell Journal of Economics</i> , 1981, 12, 338.	1.1	3
82	On the existence of an arrow and a Bergson-Samuelson social welfare function. <i>Mathematical Social Sciences</i> , 1982, 3, 1-7.	0.3	3
83	Software piracy and outsourcing in two-sided markets. <i>Quantitative Marketing and Economics</i> , 2020, 18, 61-124.	0.7	3
84	Un modÃ©le de diffusion des produits nouveaux intÃ©grant un effet d'imitation variable. <i>Recherche Et Applications En Marketing</i> , 1987, 2, 17-33.	0.2	2
85	Stability of Aggregation Procedures, Ultrafilters, and Simple Games--A Comment. <i>Econometrica</i> , 1982, 50, 1335.	2.6	1
86	Characterization of constant policies in optimal control. <i>Journal of Optimization Theory and Applications</i> , 1986, 48, 315-324.	0.8	1
87	The differential effects of time and usage on the brand premiums of automobiles. <i>International Journal of Research in Marketing</i> , 2022, 39, 212-226.	2.4	1
88	Adoption patterns over time: a replication. <i>Marketing Letters</i> , 2021, 32, 499-511.	1.9	1
89	A Comparison of Stochastic Cellular Automata Diffusion with the Bass Diffusion Model. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
90	The Growth and Equity of Competitive Services. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1

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91	Introduction to the IJRM Special Issue on Marketing and Innovation. International Journal of Research in Marketing, 2015, 32, 235-237.	2.4	0