

# 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	The differential effects of time and usage on the brand premiums of automobiles. International Journal of Research in Marketing, 2022, 39, 212-226.	2.4	1
2	Adoption patterns over time: a replication. Marketing Letters, 2021, 32, 499-511.	1.9	1
3	On the monetization of mobile apps. International Journal of Research in Marketing, 2020, 37, 93-107.	2.4	45
4	Delimiting disruption: Why Uber is disruptive, but Airbnb is not. International Journal of Research in Marketing, 2020, 37, 43-55.	2.4	31
5	Software piracy and outsourcing in two-sided markets. Quantitative Marketing and Economics, 2020, 18, 61-124.	0.7	3
6	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
7	Accounting for Discrepancies Between Online and Offline Product Evaluations. Marketing Science, 2019, 38, 88-106.	2.7	41
8	On the monetary impact of fashion design piracy. International Journal of Research in Marketing, 2018, 35, 591-610.	2.4	11
9	“Ten Million Readers Can’t Be Wrong!,” or Can They? On the Role of Information About Adoption Stock in New Product Trial. Marketing Science, 2017, 36, 290-300.	2.7	11
10	Optimal Three-Part Tariff Plans. Operations Research, 2017, 65, 1177-1189.	1.2	27
11	Opinion leadership in small groups. International Journal of Research in Marketing, 2017, 34, 536-552.	2.4	45
12	Introduction to the IJRM Special Issue on Marketing and Innovation. International Journal of Research in Marketing, 2015, 32, 235-237.	2.4	0
13	Decomposing the Value of Word-of-Mouth Seeding Programs: Acceleration versus Expansion. Journal of Marketing Research, 2013, 50, 161-176.	3.0	217
14	Product Positioning Using a Self-Organizing Map and the Rings of Influence. Decision Sciences, 2013, 44, 431-461.	3.2	6
15	MÃ©dias sociaux et entreprise, une route pleine de dÃ©fis Commentaires invitÃ©s. Recherche Et Applications En Marketing, 2011, 26, 117-124.	0.2	5
16	Does new product growth accelerate across technology generations?. Marketing Letters, 2010, 21, 103-120.	1.9	51
17	Database Submission“The Evolving Social Network of Marketing Scholars. Marketing Science, 2010, 29, 561-567.	2.7	40
18	The chilling effects of network externalities. International Journal of Research in Marketing, 2010, 27, 4-15.	2.4	194

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19	The chilling effects of network externalities: Perspectives and conclusions. International Journal of Research in Marketing, 2010, 27, 22-24.	2.4	12
20	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
21	The Role of Within-Brand and Cross-Brand Communications in Competitive Growth. Journal of Marketing, 2009, 73, 19-34.	7.0	51
22	The Role of Within-Brand and Cross-Brand Communications in Competitive Growth. Journal of Marketing, 2009, 73, 19-34.	7.0	110
23	The Diffusion of Services. Journal of Marketing Research, 2009, 46, 163-175.	3.0	131
24	Can You See the Chasm?. Review of Marketing Research, 2009, , 38-57.	0.2	7
25	easyJet® pricing strategy: Should low-fare airlines offer last-minute deals?. Quantitative Marketing and Economics, 2008, 6, 279-297.	0.7	47
26	The NPV of bad news. International Journal of Research in Marketing, 2007, 24, 186-200.	2.4	171
27	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
28	The role of seeding in multi-market entry. International Journal of Research in Marketing, 2005, 22, 375-393.	2.4	68
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	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
31	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
32	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
33	Pricing Patterns of Cellular Phones and Phonecalls: A Segment-Level Analysis. Management Science, 1999, 45, 131-141.	2.4	41
34	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
35	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
36	Assessing the relationship between the user-based market share and unit sales-based market share for pirated software brands in competitive markets. Technological Forecasting and Social Change, 1997, 55, 131-144.	6.2	26

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37	Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time. Journal of Marketing Research, 1996, 33, 422-430.	3.0	79
38	Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time. Journal of Marketing Research, 1996, 33, 422.	3.0	52
39	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
40	Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion. Journal of Marketing, 1995, 59, 29-37.	7.0	262
41	Diffusion of New Products: Empirical Generalizations and Managerial Uses. Marketing Science, 1995, 14, G79-G88.	2.7	273
42	“PUSH” AND “PULL” ENTREPRENEURSHIP. Journal of Small Business and Entrepreneurship, 1995, 12, 64-80.	8.0	237
43	Waterfall and sprinkler new-product strategies in competitive global markets. International Journal of Research in Marketing, 1995, 12, 105-119.	2.4	164
44	Opportunity costs and entrepreneurial activity. Journal of Business Venturing, 1995, 10, 95-106.	4.0	256
45	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
46	Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion. Journal of Marketing, 1995, 59, 29.	7.0	173
47	Cyclical patterns in brand switching behavior: An issue of pattern recognition. European Journal of Operational Research, 1994, 76, 290-297.	3.5	5
48	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
49	The benefits of being small: Duopolistic competition with market segmentation. Review of Industrial Organization, 1993, 8, 101-111.	0.4	16
50	CHALLENGES TO THEORY DEVELOPMENT IN ENTREPRENEURSHIP RESEARCH*. Journal of Management Studies, 1993, 30, 815-834.	6.0	335
51	Chapter 8 New-product diffusion models. Handbooks in Operations Research and Management Science, 1993, , 349-408.	0.6	134
52	Pricing and diffusion of primary and contingent products. Technological Forecasting and Social Change, 1991, 39, 291-307.	6.2	17
53	Tax evasion and financial equilibrium. Journal of Economics and Business, 1991, 43, 25-35.	1.7	4
54	Innovation Diffusion in the Presence of Supply Restrictions. Marketing Science, 1991, 10, 83-90.	2.7	121

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55	New Product Diffusion Models in Marketing: A Review and Directions for Research. , 1991, , 125-177.		401
56	Market Share Pioneering Advantage: A Theoretical Approach. Management Science, 1990, 36, 900-918.	2.4	80
57	Optimal dynamic durability. Journal of Economic Dynamics and Control, 1990, 14, 709-719.	0.9	11
58	Determination of Adopter Categories by Using Innovation Diffusion Models. Journal of Marketing Research, 1990, 27, 37-50.	3.0	215
59	New Product Diffusion Models in Marketing: A Review and Directions for Research. Journal of Marketing, 1990, 54, 1-26.	7.0	4,924
60	Entrepreneurial Ability, Venture Investments, and Risk Sharing. Management Science, 1990, 36, 1233-1246.	2.4	363
61	Does Venture Capital Foster the Most Promising Entrepreneurial Firms?. California Management Review, 1990, 32, 102-111.	3.4	67
62	Determination of Adopter Categories by Using Innovation Diffusion Models. Journal of Marketing Research, 1990, 27, 37.	3.0	222
63	New Product Diffusion Models in Marketing: A Review and Directions for Research. Journal of Marketing, 1990, 54, 1.	7.0	895
64	The dynamic adjustment of optimal durability and quality. International Journal of Industrial Organization, 1988, 6, 499-507.	0.6	6
65	Un modÃ©le de diffusion des produits nouveaux intÃ©grant un effet d'imitation variable. Recherche Et Applications En Marketing, 1987, 2, 17-33.	0.2	2
66	Capital Investments and Price Agreements in Semicollusive Markets. RAND Journal of Economics, 1986, 17, 214.	1.3	25
67	Replyâ€”Reflections on Advertising Pulsing Policies for Generating Awareness for New Products. Marketing Science, 1986, 5, 110-111.	2.7	7
68	Characterization of constant policies in optimal control. Journal of Optimization Theory and Applications, 1986, 48, 315-324.	0.8	1
69	Turnpike properties of capital accumulation games. Journal of Economic Theory, 1986, 38, 167-177.	0.5	23
70	Advertising Pulsing Policies for Generating Awareness for New Products. Marketing Science, 1986, 5, 89-106.	2.7	172
71	Introduction Strategy for New Products with Positive and Negative Word-of-Mouth. Management Science, 1984, 30, 1389-1404.	2.4	308
72	Capital accumulation games of infinite duration. Journal of Economic Theory, 1984, 33, 322-339.	0.5	72

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73	An Empirical Comparison of Awareness Forecasting Models of New Product Introduction. Marketing Science, 1984, 3, 179-197.	2.7	65
74	Trial/awareness advertising decisions. Journal of Economic Dynamics and Control, 1983, 6, 333-350.	0.9	34
75	Essential aggregation procedures on restricted domains of preferences. Journal of Economic Theory, 1983, 30, 34-53.	0.5	28
76	A Nonuniform Influence Innovation Diffusion Model of New Product Acceptance. Marketing Science, 1983, 2, 273-295.	2.7	221
77	Stability of Aggregation Procedures, Ultrafilters, and Simple Games--A Comment. Econometrica, 1982, 50, 1335.	2.6	1
78	Graphs and Anonymous Social Welfare Functions. International Economic Review, 1982, 23, 609.	0.6	8
79	On the existence of an arrow and a Bergson-Samuelson social welfare function. Mathematical Social Sciences, 1982, 3, 1-7.	0.3	3
80	A nonsymmetric responding logistic model for forecasting technological substitution. Technological Forecasting and Social Change, 1981, 20, 199-213.	6.2	122
81	Majority Choice and the Objective Function of the Firm under Uncertainty: Reply. The Bell Journal of Economics, 1981, 12, 338.	1.1	3
82	Innovation Diffusion and New Product Growth Models in Marketing. Journal of Marketing, 1979, 43, 55-68.	7.0	238
83	Innovation Diffusion and New Product Growth Models in Marketing. Journal of Marketing, 1979, 43, 55.	7.0	193
84	Social welfare functions when preferences are convex, strictly monotonic, and continuous. Public Choice, 1979, 34, 87-97.	1.0	82
85	Majority Choice and the Objective Function of the Firm under Uncertainty. The Bell Journal of Economics, 1979, 10, 670.	1.1	16
86	Models of New Product Diffusion Through Advertising and Word-of-Mouth. Management Science, 1978, 24, 1568-1578.	2.4	233
87	Characterization of domains admitting nondictatorial social welfare functions and nonmanipulable voting procedures. Journal of Economic Theory, 1977, 16, 457-469.	0.5	117
88	The equivalence of strong positive association and strategy-proofness. Journal of Economic Theory, 1977, 14, 412-418.	0.5	214
89	Optimal Control with Integral State Equations. Review of Economic Studies, 1976, 43, 469.	2.9	36
90	A Comparison of Stochastic Cellular Automata Diffusion with the Bass Diffusion Model. SSRN Electronic Journal, 0, , .	0.4	1

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91	The Growth and Equity of Competitive Services. SSRN Electronic Journal, 0, , .	0.4	1