

# Richard T Gretz

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/651481/publications.pdf>

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17  
papers

236  
citations

933447

10  
h-index

1058476

14  
g-index

17  
all docs

17  
docs citations

17  
times ranked

152  
citing authors

#	ARTICLE	IF	CITATIONS
1	Halo or Cannibalization? How New Software Entrants Impact Sales of Incumbent Software in Platform Markets. <i>Journal of Marketing</i> , 2022, 86, 59-78.	11.3	12
2	When the green in green packaging backfires: Gender effects and perceived masculinity of environmentally friendly products. <i>International Journal of Consumer Studies</i> , 2022, 46, 925-943.	11.6	27
3	Platform Exploitation: When Service Agents Defect with Customers from Online Service Platforms. <i>Journal of Marketing</i> , 2022, 86, 105-125.	11.3	15
4	How can platforms decrease their dependence on traditional indirect network effects? Innovating using platform envelopment. <i>Journal of Product Innovation Management</i> , 2021, 38, 497-521.	9.5	2
5	Is everybody an expert? An investigation into the impact of professional versus user reviews on movie revenues. <i>Journal of Cultural Economics</i> , 2020, 44, 57-96.	2.2	22
6	Rejoinder to "Endogeneity bias in marketing research: Problem, causes and remedies". <i>Industrial Marketing Management</i> , 2019, 77, 57-62.	6.7	20
7	The impact of superstar and non-superstar software on hardware sales: the moderating role of hardware lifecycle. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 394-416.	11.2	15
8	The impact of advertising content on movie revenues. <i>Marketing Letters</i> , 2017, 28, 341-355.	2.9	13
9	Why Quality May Not Always Win: The Impact of Product Generation Life Cycles on Quality and Network Effects in High-tech Markets. <i>Journal of Retailing</i> , 2013, 89, 281-300.	6.2	32
10	R&D subsidy games: a cost sharing approach vs. reward for performance. <i>Journal of Technology Transfer</i> , 2012, 37, 385-403.	4.3	11
11	Console Price and Software Availability in the Home Video Game Industry. <i>Atlantic Economic Journal</i> , 2010, 38, 81-94.	0.5	10
12	Recession, R&D Spending, and the Current Account: Bad News, Bad News, and a Little Encouragement. <i>Global Economy Journal</i> , 2010, 10, 1850192.	0.7	3
13	Hardware quality vs. network size in the home video game industry. <i>Journal of Economic Behavior and Organization</i> , 2010, 76, 168-183.	2.0	27
14	STRATEGIC RESEARCH AND DEVELOPMENT POLICY: SOCIETAL OBJECTIVES AND THE CORPORATE WELFARE ARGUMENT. <i>Contemporary Economic Policy</i> , 2009, 27, 28-45.	1.7	8
15	R&D Subsidies and Multinational Firm Ownership. <i>Global Economy Journal</i> , 2007, 7, 1850106.	0.7	2
16	Strategic innovation and technology adoption in an evolving industry. <i>Journal of Monetary Economics</i> , 2004, 51, 89-121.	3.4	17
17	R&D Subsidies, Multinational Firm Ownership, and Exporting. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0