

Harald J Van Heerde

List of Publications by Year in descending order

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Version: 2024-02-01

55
papers

5,235
citations

109137

35
h-index

161609

54
g-index

56
all docs

56
docs citations

56
times ranked

2872
citing authors

#	ARTICLE	IF	CITATIONS
1	New Empirical Generalizations on the Determinants of Price Elasticity. <i>Journal of Marketing Research</i> , 2005, 42, 141-156.	3.0	341
2	Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self-selecting members. <i>International Journal of Research in Marketing</i> , 2007, 24, 31-47.	2.4	337
3	The Impact of a Product-Harm Crisis on Marketing Effectiveness. <i>Marketing Science</i> , 2007, 26, 230-245.	2.7	308
4	What Makes Consumers Willing to Pay a Price Premium for National Brands over Private Labels?. <i>Journal of Marketing Research</i> , 2010, 47, 1011-1024.	3.0	285
5	Brand Buzz in the Echoverse. <i>Journal of Marketing</i> , 2016, 80, 1-24.	7.0	224
6	The Long-Term Effect of Marketing Strategy on Brand Sales. <i>Journal of Marketing Research</i> , 2010, 47, 866-882.	3.0	223
7	Rising from the Ashes: How Brands and Categories Can Overcome Product-Harm Crises. <i>Journal of Marketing</i> , 2013, 77, 58-77.	7.0	216
8	Decomposing the Sales Promotion Bump with Store Data. <i>Marketing Science</i> , 2004, 23, 317-334.	2.7	203
9	Is 75% of the Sales Promotion Bump Due to Brand Switching? No, Only 33% Is. <i>Journal of Marketing Research</i> , 2003, 40, 481-491.	3.0	199
10	How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?. <i>Journal of Marketing</i> , 2017, 81, 1-20.	7.0	182
11	The Estimation of Pre- and Postpromotion Dips with Store-Level Scanner Data. <i>Journal of Marketing Research</i> , 2000, 37, 383-395.	3.0	177
12	Price and Advertising Effectiveness over the Business Cycle. <i>Journal of Marketing Research</i> , 2013, 50, 177-193.	3.0	155
13	Addressing Endogeneity in Marketing Models. <i>International Series in Quantitative Marketing</i> , 2017, , 581-627.	0.5	144
14	Winners and Losers in a Major Price War. <i>Journal of Marketing Research</i> , 2008, 45, 499-518.	3.0	143
15	Marketing research on product-harm crises: a review, managerial implications, and an agenda for future research. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 593-615.	7.2	133
16	Semiparametric Analysis to Estimate the Deal Effect Curve. <i>Journal of Marketing Research</i> , 2001, 38, 197-215.	3.0	129
17	<i>JM</i> as a Marketplace of Ideas. <i>Journal of Marketing</i> , 2019, 83, 1-7.	7.0	124
18	Building Brands. <i>Marketing Science</i> , 2008, 27, 1036-1054.	2.7	119

#	ARTICLE	IF	CITATIONS
19	The Dynamic Effect of Innovation on Market Structure. <i>Journal of Marketing Research</i> , 2004, 41, 166-183.	3.0	113
20	The Challenge of Retaining Customers Acquired with Free Trials. <i>Journal of Marketing Research</i> , 2015, 52, 217-234.	3.0	112
21	Incorporating Context Effects into a Choice Model. <i>Journal of Marketing Research</i> , 2011, 48, 767-780.	3.0	108
22	The Dynamic Interplay between Recorded Music and Live Concerts: The Role of Piracy, Unbundling, and Artist Characteristics. <i>Journal of Marketing</i> , 2017, 81, 67-87.	7.0	86
23	The Sense and Non-Sense of Holdout Sample Validation in the Presence of Endogeneity. <i>Marketing Science</i> , 2011, 30, 1115-1122.	2.7	82
24	Losses Loom <i><i>Longer</i></i> than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time. <i>Journal of Marketing Research</i> , 2015, 52, 642-656.	3.0	76
25	Decomposing the Promotional Revenue Bump for Loyalty Program Members versus Nonmembers. <i>Journal of Marketing Research</i> , 2005, 42, 443-457.	3.0	75
26	The impact of pre- and post-launch publicity and advertising on new product sales. <i>International Journal of Research in Marketing</i> , 2015, 32, 408-417.	2.4	74
27	Engaging the unengaged customer: The value of a retailer mobile app. <i>International Journal of Research in Marketing</i> , 2019, 36, 420-438.	2.4	70
28	Optimizing Retail Assortments. <i>Marketing Science</i> , 2013, 32, 699-715.	2.7	69
29	Reality Check: Infusing Ecological Value into Academic Marketing Research. <i>Journal of Marketing</i> , 2021, 85, 1-13.	7.0	68
30	Creating lift versus building the base: Current trends in marketing dynamics. <i>International Journal of Research in Marketing</i> , 2009, 26, 13-20.	2.4	65
31	Challenging the Boundaries of Marketing. <i>Journal of Marketing</i> , 2019, 83, 1-4.	7.0	59
32	How Promotions Work: SCAN*PRO-Based Evolutionary Model Building. <i>Schmalenbach Business Review</i> , 2002, 54, 198-220.	0.9	57
33	Marketing Models and the Lucas Critique. <i>Journal of Marketing Research</i> , 2005, 42, 15-21.	3.0	55
34	Estimating Cannibalization Rates for Pioneering Innovations. <i>Marketing Science</i> , 2010, 29, 1024-1039.	2.7	53
35	Promotion Dynamics. <i>Foundations and Trends in Marketing</i> , 2009, 3, 177-268.	0.7	40
36	Fanning the Flames? how Media Coverage of a Price War Affects Retailers, Consumers, and Investors. <i>Journal of Marketing Research</i> , 2015, 52, 674-693.	3.0	33

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37	Consumer Packaged Goods in France: National Brands, Regional Chains, and Local Branding. Journal of Marketing Research, 2007, 44, 14-20.	3.0	29
38	Similarity-Based Spatial Methods to Estimate Shelf Space Elasticities. Quantitative Marketing and Economics, 2004, 2, 257-277.	0.7	26
39	Delusion in Attribution: Caveats in Using Attribution for Multimedia Budget Allocation. Journal of Marketing Research, 2018, 55, 667-685.	3.0	26
40	Robust optimization of the 0-1 knapsack problem: Balancing risk and return in assortment optimization. European Journal of Operational Research, 2016, 250, 842-854.	3.5	25
41	Leveraging Brand Equity for Effective Visual Product Design. Journal of Marketing Research, 2020, 57, 257-277.	3.0	23
42	Sales Promotion Models. Profiles in Operations Research, 2008, , 107-162.	0.3	23
43	Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in 14 Indo-Pacific Rim Economies. Journal of Marketing Research, 2022, 59, 251-270.	3.0	22
44	Sales Promotion Models. Profiles in Operations Research, 2017, , 13-77.	0.3	21
45	Return on Roller Coasters: A Model to Guide Investments in Theme Park Attractions. Marketing Science, 2010, 29, 721-737.	2.7	20
46	Building and leveraging sports brands: evidence from 50 years of German professional soccer. Journal of the Academy of Marketing Science, 2018, 46, 591-611.	7.2	20
47	Analysing the motivations of Japanese international sports-fan tourists. European Sport Management Quarterly, 2016, 16, 487-501.	2.3	16
48	Marketing Budget Allocation Across Countries: The Role of International Business Cycles. Marketing Science, 2017, 36, 792-809.	2.7	14
49	The Impact of the Business Cycle on Service Providers. Journal of Service Research, 2016, 19, 22-38.	7.8	12
50	Consideration sets, intentions and the inclusion of "don't know" in a two-stage model for voter choice. International Journal of Forecasting, 2005, 21, 53-71.	3.9	9
51	The proper interpretation of sales promotion effects: supplement elasticities with absolute sales effects. Applied Stochastic Models in Business and Industry, 2005, 21, 397-402.	0.9	6
52	Non- and Semiparametric Regression Models. International Series in Quantitative Marketing, 2017, , 555-579.	0.5	2
53	Spotlight Personnel: How Hiring and Turnover Drive Service Performance Versus Demand. Journal of Marketing Research, 2022, 59, 797-820.	3.0	2
54	Looking Ahead: ANZMAC's Pivotal Role for Marketing Scholars Downunder. Australasian Marketing Journal, 2023, 31, 196-198.	3.5	2

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55	Rejoinder for the proper interpretation of sales promotion effects: supplement elasticities with absolute sales effects. <i>Applied Stochastic Models in Business and Industry</i> , 2005, 21, 407-408.	0.9	0