

# Philippe Cattin

## List of Publications by Year in descending order

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10  
papers

675  
citations

1163117

8  
h-index

1281871

11  
g-index

11  
all docs

11  
docs citations

11  
times ranked

242  
citing authors

#	ARTICLE	IF	CITATIONS
1	Commercial Use of Conjoint Analysis: A Survey. Journal of Marketing, 1982, 46, 44-53.	11.3	304
2	Estimation of the predictive power of a regression model.. Journal of Applied Psychology, 1980, 65, 407-414.	5.3	88
3	Alternative Estimation Methods for Conjoint Analysis: A Monte Carlo Study. Journal of Marketing Research, 1981, 18, 101.	4.8	85
4	Alternative Estimation Methods for Conjoint Analysis: A Monte Carlo Study. Journal of Marketing Research, 1981, 18, 101-106.	4.8	73
5	A Simple Bayesian Procedure for Estimation in a Conjoint Model. Journal of Marketing Research, 1983, 20, 29-35.	4.8	37
6	METRIC VS. NONMETRIC PROCEDURES FOR MULTIATTRIBUTE MODELING: SOME SIMULATION RESULTS. Decision Sciences, 1978, 9, 472-480.	4.5	33
7	Note on the estimation of the squared cross-validated multiple correlation of a regression model.. Psychological Bulletin, 1980, 87, 63-65.	6.1	33
8	A predictive-validity-based procedure for choosing between regression and equal weights. Organizational Behavior and Human Performance, 1978, 22, 93-102.	1.4	17
9	Comment on a Monte Carlo investigation of scaling as an alternative to regression. Organizational Behavior and Human Performance, 1979, 23, 113-116.	1.4	3
10	ON THE USE OF VERBAL PROTOCOLS IN CONJOINT ANALYSIS STUDIES. Decision Sciences, 1981, 12, 715-717.	4.5	1