

Stefan Stremersch

List of Publications by Year in descending order

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Version: 2024-02-01

50
papers

4,393
citations

159585

30
h-index

189892

50
g-index

53
all docs

53
docs citations

53
times ranked

2640
citing authors

#	ARTICLE	IF	CITATIONS
1	Strategic Bundling of Products and Prices: A New Synthesis for Marketing. <i>Journal of Marketing</i> , 2002, 66, 55-72.	11.3	586
2	Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-Analytic Test. <i>Marketing Science</i> , 2004, 23, 530-544.	4.1	347
3	The International Takeoff of New Products: The Role of Economics, Culture, and Country Innovativeness. <i>Marketing Science</i> , 2003, 22, 188-208.	4.1	342
4	Marketing Mass-Customized Products: Striking a Balance between Utility and Complexity. <i>Journal of Marketing Research</i> , 2005, 42, 219-227.	4.8	325
5	The Quest for Citations: Drivers of Article Impact. <i>Journal of Marketing</i> , 2007, 71, 171-193.	11.3	293
6	Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability. <i>Journal of Marketing</i> , 2004, 68, 88-100.	11.3	233
7	Vertical Marketing Systems for Complex Products: A Triadic Perspective. <i>Journal of Marketing Research</i> , 2004, 41, 479-487.	4.8	159
8	Multihoming in Two-Sided Markets: An Empirical Inquiry in the Video Game Console Industry. <i>Journal of Marketing</i> , 2011, 75, 39-54.	11.3	152
9	Understanding and managing international growth of new products. <i>International Journal of Research in Marketing</i> , 2004, 21, 421-438.	4.2	147
10	Indirect Network Effects in New Product Growth. <i>Journal of Marketing</i> , 2007, 71, 52-74.	11.3	132
11	The Effect of Superstar Software on Hardware Sales in System Markets. <i>Journal of Marketing</i> , 2009, 73, 88-104.	11.3	116
12	Indirect Network Effects in New Product Growth. <i>Journal of Marketing</i> , 2007, 71, 52-74.	11.3	102
13	Customizing Complex Products: When Should the Vendor Take Control?. <i>Journal of Marketing Research</i> , 2006, 43, 664-679.	4.8	90
14	Marketing of the Life Sciences: A New Framework and Research Agenda for a Nascent Field. <i>Journal of Marketing</i> , 2009, 73, 4-30.	11.3	89
15	Marketing of the Life Sciences: A New Framework and Research Agenda for a Nascent Field. <i>Journal of Marketing</i> , 2009, 73, 4-30.	11.3	89
16	The Debate on Influencing Doctors' Decisions: Are Drug Characteristics the Missing Link?. <i>Management Science</i> , 2007, 53, 1688-1701.	4.1	88
17	Globalization of Authorship in the Marketing Discipline: Does It Help or Hinder the Field?. <i>Marketing Science</i> , 2005, 24, 585-594.	4.1	78
18	From academic research to marketing practice: Exploring the marketing science value chain. <i>International Journal of Research in Marketing</i> , 2014, 31, 127-140.	4.2	78

#	ARTICLE	IF	CITATIONS
19	Buying Modular Systems in Technology-Intensive Markets. <i>Journal of Marketing Research</i> , 2003, 40, 335-350.	4.8	70
20	Unraveling scientific impact: Citation types in marketing journals. <i>International Journal of Research in Marketing</i> , 2015, 32, 64-77.	4.2	70
21	Tournaments to Crowdfund Innovation: The Role of Moderator Feedback and Participation Intensity. <i>Journal of Marketing</i> , 2019, 83, 138-157.	11.3	68
22	Health and marketing: The emergence of a new field of research. <i>International Journal of Research in Marketing</i> , 2008, 25, 229-233.	4.2	67
23	Sales Growth of New Pharmaceuticals Across the Globe: The Role of Regulatory Regimes. <i>Marketing Science</i> , 2009, 28, 690-708.	4.1	67
24	Modeling Global Spillover of New Product Takeoff. <i>Journal of Marketing Research</i> , 2009, 46, 637-652.	4.8	64
25	The effect of customer empowerment on adherence to expert advice. <i>International Journal of Research in Marketing</i> , 2014, 31, 293-308.	4.2	52
26	Does new product growth accelerate across technology generations?. <i>Marketing Letters</i> , 2010, 21, 103-120.	2.9	51
27	The Rise of New Technologies in Marketing: A Framework and Outlook. <i>Journal of Marketing</i> , 2022, 86, 1-6.	11.3	48
28	Database Submission – The Evolving Social Network of Marketing Scholars. <i>Marketing Science</i> , 2010, 29, 561-567.	4.1	40
29	The Relationship Between DTCA, Drug Requests, and Prescriptions: Uncovering Variation in Specialty and Space. <i>Marketing Science</i> , 2013, 32, 89-110.	4.1	39
30	Predictably Non-Bayesian: Quantifying Salience Effects in Physician Learning About Drug Quality. <i>Marketing Science</i> , 2011, 30, 305-320.	4.1	35
31	Dynamics in the international market segmentation of new product growth. <i>International Journal of Research in Marketing</i> , 2012, 29, 81-92.	4.2	32
32	The Impact of Informational and Emotional Television Ad Content on Online Search and Sales. <i>Journal of Marketing Research</i> , 2021, 58, 299-320.	4.8	27
33	The global entry of new pharmaceuticals: A joint investigation of launch window and price. <i>International Journal of Research in Marketing</i> , 2011, 28, 295-308.	4.2	26
34	Advertising non-premium products as if they were premium: The impact of advertising up on advertising elasticity and brand equity. <i>International Journal of Research in Marketing</i> , 2018, 35, 471-489.	4.2	21
35	Faculty Research Incentives and Business School Health: A New Perspective from and for Marketing. <i>Journal of Marketing</i> , 2021, 85, 1-21.	11.3	21
36	From academic research to marketing practice: Some further thoughts. <i>International Journal of Research in Marketing</i> , 2014, 31, 144-146.	4.2	19

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37	The value of context-specific studies for marketing. Journal of the Academy of Marketing Science, 2023, 51, 50-65.	11.2	18
38	The commercial contribution of clinical studies for pharmaceutical drugs. International Journal of Research in Marketing, 2014, 31, 65-77.	4.2	16
39	The Study of Important Marketing Issues: Reflections. International Journal of Research in Marketing, 2021, 38, 12-17.	4.2	16
40	Drug Detailing and Doctors'™ Prescription Decisions: The Role of Information Content in the Face of Competitive Entry. Marketing Science, 2016, 35, 915-933.	4.1	15
41	Variable selection in international diffusion models. International Journal of Research in Marketing, 2014, 31, 356-367.	4.2	8
42	Grassroots Innovation: A Promising Innovation Paradigm for Pharmaceutical Companies. International Series in Quantitative Marketing, 2014, , 119-148.	0.5	5
43	Gear Manufacturers as Contestants in Sports Competitions: Breeding and Branding Returns. Journal of Marketing, 2019, 83, 126-144.	11.3	5
44	The Successful Launch and Diffusion of New Therapies. International Series in Quantitative Marketing, 2014, , 189-223.	0.5	4
45	Grassroots innovation success: The role of self-determination and leadership style. International Journal of Research in Marketing, 2022, 39, 396-414.	4.2	4
46	Predicting the Consequences of Marketing Policy Changes: A New Data Enrichment Method with Competitive Reactions. Journal of Marketing Research, 2017, 54, 720-736.	4.8	3
47	Marketing Models for the Life Sciences Industry. Profiles in Operations Research, 2017, , 385-430.	0.4	3
48	Faculty Research Incentives and Business School Health: A New Perspective from and for Marketing. SSRN Electronic Journal, 0, , .	0.4	2
49	Academic Research in Marketing and Business School Health: Limiters and Improvement Opportunities. SSRN Electronic Journal, 0, , .	0.4	1
50	Faculty Research Incentives and Business School Health: A New Perspective for Marketing. SSRN Electronic Journal, 0, , .	0.4	1