

# Mark Bergen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11024681/publications.pdf>

Version: 2024-02-01

29  
papers

4,938  
citations

279798

23  
h-index

501196

28  
g-index

30  
all docs

30  
docs citations

30  
times ranked

2260  
citing authors

#	ARTICLE	IF	CITATIONS
1	Agency Relationships in Marketing: A Review of the Implications and Applications of Agency and Related Theories. <i>Journal of Marketing</i> , 1992, 56, 1-24.	11.3	2,465
2	Managerial and Customer Costs of Price Adjustment: Direct Evidence from Industrial Markets. <i>Review of Economics and Statistics</i> , 2004, 86, 514-533.	4.3	374
3	Pricing process as a capability: a resource-based perspective. <i>Strategic Management Journal</i> , 2003, 24, 615-630.	7.3	281
4	When Truces Collapse: A Longitudinal Study of Price-Adjustment Routines. <i>Organization Science</i> , 2010, 21, 955-972.	4.5	186
5	Competitor identification and competitor analysis: a broad-based managerial approach. <i>Managerial and Decision Economics</i> , 2002, 23, 157-169.	2.5	148
6	Understanding Cooperative Advertising Participation Rates in Conventional Channels. <i>Journal of Marketing Research</i> , 1997, 34, 357-369.	4.8	118
7	Menu Costs, Posted Prices, and Multiproduct Retailers. <i>Journal of Money, Credit and Banking</i> , 1999, 31, 683.	1.6	118
8	Price flexibility in channels of distribution: Evidence from scanner data. <i>Journal of Economic Dynamics and Control</i> , 2002, 26, 1845-1900.	1.6	112
9	Branded Variants: A Retail Perspective. <i>Journal of Marketing Research</i> , 1996, 33, 9.	4.8	110
10	The Governance of Exclusive Territories When Dealers can Bootleg. <i>Marketing Science</i> , 1994, 13, 83-99.	4.1	109
11	Branded Variants: A Retail Perspective. <i>Journal of Marketing Research</i> , 1996, 33, 9-19.	4.8	102
12	Understanding Cooperative Advertising Participation Rates in Conventional Channels. <i>Journal of Marketing Research</i> , 1997, 34, 357.	4.8	98
13	Heterogeneity in Price Rigidity: Evidence from a Case Study Using Microlevel Data. <i>Journal of Money, Credit and Banking</i> , 2002, 34, 197-220.	1.6	92
14	Price Points and Price Rigidity. <i>Review of Economics and Statistics</i> , 2011, 93, 1417-1431.	4.3	78
15	Price adjustment at multiproduct retailers. <i>Managerial and Decision Economics</i> , 1998, 19, 81-120.	2.5	66
16	Asymmetric price adjustment in the small. <i>Journal of Monetary Economics</i> , 2008, 55, 728-737.	3.4	61
17	Variations in the contractual terms of cooperative advertising contracts: An empirical investigation. <i>Marketing Letters</i> , 1995, 6, 15-22.	2.9	56
18	Exclusive Dealing and Business Efficiency: Evidence from Industry Practice. <i>Journal of Law and Economics</i> , 1998, 41, 387-408.	1.4	51

#	ARTICLE	IF	CITATIONS
19	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. Journal of Marketing, 1999, 63, 121-134.	11.3	50
20	Managing gray markets through tolerance of violations: a transaction cost perspective. Managerial and Decision Economics, 1998, 19, 157-165.	2.5	38
21	Shattering the Myth of Costless Price Changes. European Management Journal, 2003, 21, 663-669.	5.1	37
22	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. Journal of Marketing, 1999, 63, 121.	11.3	36
23	Holiday Price Rigidity and Cost of Price Adjustment. Economica, 2010, 77, 172-198.	1.6	34
24	What Can the Price Gap between Branded and Private-Label Products Tell Us about Markups?. , 2003, , 165-225.		30
25	When Little Things Mean a Lot: On the Inefficiency of Itemâ€Pricing Laws. Journal of Law and Economics, 2008, 51, 209-250.	1.4	25
26	Private label price rigidity during holiday periods. Applied Economics Letters, 2006, 13, 57-62.	1.8	14
27	SIMULATING A MULTIPRODUCT BARTER EXCHANGE ECONOMY. Economic Inquiry, 1993, 31, 314-321.	1.8	8
28	Nonâ€Pprice rigidity and cost of adjustment. Managerial and Decision Economics, 2007, 28, 817-832.	2.5	8
29	Managing Market Attention. Advances in Strategic Management, 2015, , 371-405.	0.1	5