

William T Robinson

List of Publications by Year in descending order

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Version: 2024-02-01

20
papers

3,813
citations

471509

17
h-index

794594

19
g-index

20
all docs

20
docs citations

20
times ranked

2248
citing authors

#	ARTICLE	IF	CITATIONS
1	An Empirical Pooling Approach for Estimating Marketing Mix Elasticities with PIMS Data. <i>Marketing Science</i> , 1993, 12, 103-124.	4.1	1,029
2	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305-317.	4.8	410
3	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305.	4.8	330
4	Are market pioneers intrinsically stronger than later entrants?. <i>Strategic Management Journal</i> , 1992, 13, 609-624.	7.3	259
5	Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries. <i>Journal of Marketing Research</i> , 1988, 25, 87-94.	4.8	244
6	Order of Market Entry: Established Empirical Generalizations, Emerging Empirical Generalizations, and Future Research. <i>Marketing Science</i> , 1995, 14, G212-G221.	4.1	212
7	Is the First to Market the First to Fail? Empirical Evidence for Industrial Goods Businesses. <i>Journal of Marketing Research</i> , 2002, 39, 120-128.	4.8	182
8	Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries. <i>Journal of Marketing Research</i> , 1988, 25, 87.	4.8	172
9	Marketing Mix Reactions to Entry. <i>Marketing Science</i> , 1988, 7, 368-385.	4.1	157
10	Market Pioneer and Early Follower Survival Risks: A Contingency Analysis of Really New versus Incrementally New Product-Markets. <i>Journal of Marketing</i> , 2006, 70, 15-33.	11.3	153
11	Product Innovation and Start-Up Business Market Share Performance. <i>Management Science</i> , 1990, 36, 1279-1289.	4.1	118
12	Note: The Impact of Leadtime and Years of Competitive Rivalry on Pioneer Market Share Advantages. <i>Management Science</i> , 1994, 40, 1370-1377.	4.1	115
13	First-mover advantages from pioneering new markets: A survey of empirical evidence. <i>Review of Industrial Organization</i> , 1994, 9, 1-23.	0.7	105
14	Market Pioneer and Early Follower Survival Risks: A Contingency Analysis of Really New Versus Incrementally New Product-Markets. <i>Journal of Marketing</i> , 2006, 70, 15-33.	11.3	97
15	Product development strategies for established market pioneers, early followers, and late entrants. <i>Strategic Management Journal</i> , 2002, 23, 855-866.	7.3	91
16	Consumption Experience and Sales Promotion Expenditure. <i>Management Science</i> , 1985, 31, 1084-1105.	4.1	65
17	Are Sutton's Predictions Robust?: Empirical Insights into Advertising, R & D, and Concentration. <i>Journal of Industrial Economics</i> , 1996, 44, 389.	1.3	56
18	Entry for supermarket feature me-too brands: An empirical explanation of incidence and timing. <i>Marketing Letters</i> , 2009, 20, 183-196.	2.9	17

#	ARTICLE	IF	CITATIONS
19	Survival Determinants for Online Retailers. Review of Marketing Science, 2009, 7, .	0.7	1
20	Order of market entry: empirical results from the PIMS data and future research topics. , 2004, , 73-91.		0