

# William T Robinson

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11546777/publications.pdf>

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	Survival Determinants for Online Retailers. <i>Review of Marketing Science</i> , 2009, 7, .	0.7	1
2	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
3	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
4	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
5	Order of market entry: empirical results from the PIMS data and future research topics. , 2004, , 73-91.		0
6	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
7	Product development strategies for established market pioneers, early followers, and late entrants. <i>Strategic Management Journal</i> , 2002, 23, 855-866.	7.3	91
8	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
9	Order of Market Entry: Established Empirical Generalizations, Emerging Empirical Generalizations, and Future Research. <i>Marketing Science</i> , 1995, 14, G212-G221.	4.1	212
10	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
11	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
12	An Empirical Pooling Approach for Estimating Marketing Mix Elasticities with PIMS Data. <i>Marketing Science</i> , 1993, 12, 103-124.	4.1	1,029
13	Are market pioneers intrinsically stronger than later entrants?. <i>Strategic Management Journal</i> , 1992, 13, 609-624.	7.3	259
14	Product Innovation and Start-Up Business Market Share Performance. <i>Management Science</i> , 1990, 36, 1279-1289.	4.1	118
15	Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries. <i>Journal of Marketing Research</i> , 1988, 25, 87.	4.8	172
16	Marketing Mix Reactions to Entry. <i>Marketing Science</i> , 1988, 7, 368-385.	4.1	157
17	Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries. <i>Journal of Marketing Research</i> , 1988, 25, 87-94.	4.8	244
18	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305-317.	4.8	410

#	ARTICLE	IF	CITATIONS
19	Sources of Market Pioneer Advantages in Consumer Goods Industries. Journal of Marketing Research, 1985, 22, 305.	4.8	330
20	Consumption Experience and Sales Promotion Expenditure. Management Science, 1985, 31, 1084-1105.	4.1	65