Allan D Shocker

List of Publications by Year
in descending order

12	2,570	759233 12	1199594 12
papers	citations	h-index	g-index

12	12	12	1199
all docs	docs citations	times ranked	citing authors

#	Article	IF	Citations
1	Linear programming techniques for multidimensional analysis of preferences. Psychometrika, 1973, 38, 337-369.	2.1	603
2	Consideration set influences on consumer decision-making and choice: Issues, models, and suggestions. Marketing Letters, 1991, 2, 181-197.	2.9	448
3	Multiattribute Approaches for Product Concept Evaluation and Generation: A Critical Review. Journal of Marketing Research, 1979, 16, 159-180.	4.8	278
4	Estimating the weights for multiple attributes in a composite criterion using pairwise judgments. Psychometrika, 1973, 38, 473-493.	2.1	231
5	A Consumer-Based Methodology for the Identification of New Product Ideas. Management Science, 1974, 20, 921-937.	4.1	219
6	Substitution in Use and the Role of Usage Context in Product Category Structures. Journal of Marketing Research, 1991, 28, 281.	4.8	187
7	Goal-Derived Categories and the Antecedents of Across-Category Consideration. Journal of Consumer Research, 1996, 23, 240.	5.1	167
8	Product Complements and Substitutes in the Real World: The Relevance of â€œOther Productsâ€• Journal of Marketing, 2004, 68, 28-40.	11.3	137
9	A Customer-Oriented Approach for Determining Market Structures. Journal of Marketing, 1984, 48, 32.	11.3	114
10	Market Structure Analysis: Hierarchical Clustering of Products Based on Substitution-In-Use. Journal of Marketing, 1981, 45, 38-48.	11.3	108
11	Market Structure Analysis: Hierarchical Clustering of Products Based on Substitution-in-Use. Journal of Marketing, 1981, 45, 38.	11.3	52
12	Measurement of a composite criterion of managerial success. Organizational Behavior and Human Performance, 1973, 9, 147-167.	1.4	26