

# Allan D Shocker

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11549025/publications.pdf>

Version: 2024-02-01

12  
papers

2,570  
citations

759233

12  
h-index

1199594

12  
g-index

12  
all docs

12  
docs citations

12  
times ranked

1199  
citing authors

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