

# John R Hauser

## List of Publications by Year in descending order

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79  
papers

10,048  
citations

57758

44  
h-index

91884

69  
g-index

81  
all docs

81  
docs citations

81  
times ranked

4284  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Voice of the Customer. <i>Marketing Science</i> , 1993, 12, 1-27.	4.1	1,504
2	Integrating R&D and Marketing: A Review and Analysis of the Literature. <i>Journal of Product Innovation Management</i> , 1996, 13, 191-215.	9.5	1,051
3	An Evaluation Cost Model of Consideration Sets. <i>Journal of Consumer Research</i> , 1990, 16, 393.	5.1	819
4	Patterns of Communication Among Marketing, Engineering and Manufacturing – A Comparison Between Two New Product Teams. <i>Management Science</i> , 1992, 38, 360-373.	4.1	460
5	Defensive Marketing Strategies. <i>Marketing Science</i> , 1983, 2, 319-360.	4.1	360
6	Identifying Customer Needs from User-Generated Content. <i>Marketing Science</i> , 2019, 38, 1-20.	4.1	283
7	Customer Satisfaction Incentives. <i>Marketing Science</i> , 1994, 13, 327-350.	4.1	282
8	Testing the Accuracy, Usefulness, and Significance of Probabilistic Choice Models: An Information-Theoretic Approach. <i>Operations Research</i> , 1978, 26, 406-421.	1.9	273
9	Premarket Forecasting of Really-New Products. <i>Journal of Marketing</i> , 1996, 60, 47-60.	11.3	273
10	Website Morphing. <i>Marketing Science</i> , 2009, 28, 202-223.	4.1	256
11	Premarket Forecasting of Really-New Products. <i>Journal of Marketing</i> , 1996, 60, 47.	11.3	238
12	Profit Maximizing Perceptual Positions: An Integrated Theory for the Selection of Product Features and Price. <i>Management Science</i> , 1981, 27, 33-56.	4.1	193
13	Consideration-set heuristics. <i>Journal of Business Research</i> , 2014, 67, 1688-1699.	10.2	186
14	Testing Competitive Market Structures. <i>Marketing Science</i> , 1984, 3, 83-112.	4.1	183
15	Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis. <i>Journal of Marketing Research</i> , 2004, 41, 116-131.	4.8	173
16	Fast Polyhedral Adaptive Conjoint Estimation. <i>Marketing Science</i> , 2003, 22, 273-303.	4.1	168
17	The virtual customer. <i>Journal of Product Innovation Management</i> , 2002, 19, 332-353.	9.5	162
18	Listening In to Find and Explore New Combinations of Customer Needs. <i>Journal of Marketing</i> , 2004, 68, 72-87.	11.3	159

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19	Alternative Perceptual Mapping Techniques: Relative Accuracy and Usefulness. <i>Journal of Marketing Research</i> , 1979, 16, 495-506.	4.8	142
20	The Value Priority Hypotheses for Consumer Budget Plans. <i>Journal of Consumer Research</i> , 1986, 12, 446.	5.1	128
21	Prelaunch Forecasting of New Automobiles. <i>Management Science</i> , 1990, 36, 401-421.	4.1	127
22	Defensive Marketing Strategies. <i>Marketing Science</i> , 2008, 27, 88-110.	4.1	127
23	How Consumers Allocate Their Time When Searching for Information. <i>Journal of Marketing Research</i> , 1993, 30, 452-466.	4.8	124
24	A Normative Methodology for Modeling Consumer Response to Innovation. <i>Operations Research</i> , 1977, 25, 579-619.	1.9	121
25	Greedoid-Based Noncompensatory Inference. <i>Marketing Science</i> , 2007, 26, 532-549.	4.1	121
26	Noteâ€”Competitive Price and Positioning Strategies. <i>Marketing Science</i> , 1988, 7, 76-91.	4.1	119
27	Disjunctions of Conjunctions, Cognitive Simplicity, and Consideration Sets. <i>Journal of Marketing Research</i> , 2010, 47, 485-496.	4.8	119
28	Information Acceleration: Validation and Lessons from the Field. <i>Journal of Marketing Research</i> , 1997, 34, 143-153.	4.8	99
29	Research, Development, and Engineering Metrics. <i>Management Science</i> , 1998, 44, 1670-1689.	4.1	95
30	Morphing Banner Advertising. <i>Marketing Science</i> , 2014, 33, 27-46.	4.1	94
31	Assessment of Attribute Importances and Consumer Utility Functions: Von Neumann-Morgenstern Theory Applied to Consumer Behavior. <i>Journal of Consumer Research</i> , 1979, 5, 251.	5.1	93
32	Intensity Measures of Consumer Preference. <i>Operations Research</i> , 1980, 28, 278-320.	1.9	86
33	Application of the â€œDefenderâ€”Consumer Model. <i>Marketing Science</i> , 1984, 3, 327-351.	4.1	84
34	Internal Customers and Internal Suppliers. <i>Journal of Marketing Research</i> , 1996, 33, 268-280.	4.8	84
35	Metrics to Evaluate R,D&E. <i>Research Technology Management</i> , 1997, 40, 32-38.	0.8	82
36	How Consumers Allocate Their Time When Searching for Information. <i>Journal of Marketing Research</i> , 1993, 30, 452.	4.8	78

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37	Active Machine Learning for Consideration Heuristics. <i>Marketing Science</i> , 2011, 30, 801-819.	4.1	76
38	Internal Customers and Internal Suppliers. <i>Journal of Marketing Research</i> , 1996, 33, 268.	4.8	65
39	Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain. <i>Journal of Marketing Research</i> , 2000, 37, 102-112.	4.8	60
40	Dynamic Analysis of Consumer Response to Marketing Strategies. <i>Management Science</i> , 1982, 28, 455-486.	4.1	59
41	The Impact of Utility Balance and Endogeneity in Conjoint Analysis. <i>Marketing Science</i> , 2005, 24, 498-507.	4.1	59
42	The Competitive Implications of Relevant-Set/Response Analysis. <i>Journal of Marketing Research</i> , 1989, 26, 391-405.	4.8	53
43	A Marketing Audit using a Conceptual Model of Consumer Behavior: Application and Evaluation. <i>Journal of Marketing</i> , 1981, 45, 82-101.	11.3	50
44	Website Morphing 2.0: Switching Costs, Partial Exposure, Random Exit, and When to Morph. <i>Management Science</i> , 2014, 60, 1594-1616.	4.1	50
45	Conjoint Analysis, Related Modeling, and Applications. <i>International Series in Quantitative Marketing</i> , 2004, , 141-168.	0.5	49
46	Agendas and Consumer Choice. <i>Journal of Marketing Research</i> , 1986, 23, 199-212.	4.8	46
47	Learning from Experience, Simply. <i>Marketing Science</i> , 2015, 34, 1-19.	4.1	43
48	Recommending Products When Consumers Learn Their Preference Weights. <i>Marketing Science</i> , 2019, 38, 417-441.	4.1	43
49	A Marketing Audit Using a Conceptual Model of Consumer Behavior: Application and Evaluation. <i>Journal of Marketing</i> , 1981, 45, 82.	11.3	39
50	The Competitive Implications of Relevant-Set/Response Analysis. <i>Journal of Marketing Research</i> , 1989, 26, 391.	4.8	38
51	Unstructured Direct Elicitation of Decision Rules. <i>Journal of Marketing Research</i> , 2011, 48, 116-127.	4.8	33
52	Research Note—On Managerially Efficient Experimental Designs. <i>Marketing Science</i> , 2007, 26, 851-858.	4.1	32
53	Agendas and Consumer Choice. <i>Journal of Marketing Research</i> , 1986, 23, 199.	4.8	30
54	Consumer Preference Axioms: Behavioral Postulates for Describing and Predicting Stochastic Choice. <i>Management Science</i> , 1978, 24, 1331-1341.	4.1	28

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55	Metrics thermostat. <i>Journal of Product Innovation Management</i> , 2001, 18, 134-153.	9.5	26
56	Application, Predictive Test, and Strategy Implications for a Dynamic Model of Consumer Response. <i>Marketing Science</i> , 1982, 1, 143-179.	4.1	25
57	Soul and machine (learning). <i>Marketing Letters</i> , 2020, 31, 393-404.	2.9	21
58	Self-Reflection and Articulated Consumer Preferences. <i>Journal of Product Innovation Management</i> , 2014, 31, 17-32.	9.5	19
59	Side Payments in Marketing. <i>Marketing Science</i> , 1997, 16, 246-255.	4.1	18
60	Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	15
61	Competitive information, trust, brand consideration and sales: Two field experiments. <i>International Journal of Research in Marketing</i> , 2013, 30, 101-113.	4.2	12
62	Editorial "Marketing Science: A Strategic Review. <i>Marketing Science</i> , 2013, 32, 4-7.	4.1	12
63	Introduction to Theory and Practice in Marketing Conference Special Section of <i>Marketing Science</i> . <i>Marketing Science</i> , 2014, 33, 1-5.	4.1	12
64	Design and Evaluation of Product Aesthetics: A Human-Machine Hybrid Approach. <i>SSRN Electronic Journal</i> , 0, , .	0.4	12
65	Commentary "Defensive Marketing Strategies. <i>Marketing Science</i> , 2008, 27, 85-87.	4.1	11
66	'Listening In' to Find Unmet Customer Needs and Solutions. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	9
67	Phenomena, theory, application, data, and methods all have impact. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 7-9.	11.2	8
68	Fast Polyhedral Adaptive Conjoint Estimation. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8
69	The Strategic Implications of Scale in Choice-Based Conjoint Analysis. <i>Marketing Science</i> , 0, , .	4.1	5
70	Identifying Customer Needs from User-Generated Content. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4
71	Comment: New developments in product-line optimization. <i>International Journal of Research in Marketing</i> , 2011, 28, 26-27.	4.2	2
72	'Listening In' to Find Unmet Customer Needs and Solutions. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2

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73	Fast Polyhedral Adaptive Conjoint Estimation. SSRN Electronic Journal, 2003, , .	0.4	1
74	Learning from Experience, Simply. SSRN Electronic Journal, 0, , .	0.4	1
75	Competitive Information, Trust, Brand Consideration and Sales: Two Field Experiments. SSRN Electronic Journal, 2012, , .	0.4	1
76	Morphing Theory and Applications. Profiles in Operations Research, 2017, , 531-562.	0.4	1
77	Application du modÃ¨le de comportement du consommateur Â«DefenderÂ». Recherche Et Applications En Marketing, 1986, 1, 59-92.	0.5	0
78	Die bevorstehende Revolution in der Marketingtheorie. , 1988, , 320-342.		0
79	Soul and Machine (Learning). SSRN Electronic Journal, 0, , .	0.4	0