

Koen Pauwels

List of Publications by Year in descending order

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Version: 2024-02-01

62
papers

8,246
citations

87888

38
h-index

138484

58
g-index

62
all docs

62
docs citations

62
times ranked

4426
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site. <i>Journal of Marketing</i> , 2009, 73, 90-102.	11.3	1,757
2	New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry. <i>Journal of Marketing</i> , 2004, 68, 142-156.	11.3	468
3	Social Media Metrics – A Framework and Guidelines for Managing Social Media. <i>Journal of Interactive Marketing</i> , 2013, 27, 281-298.	6.2	421
4	The Long-Term Effects of Price Promotions on Category Incidence, Brand Choice, and Purchase Quantity. <i>Journal of Marketing Research</i> , 2002, 39, 421-439.	4.8	308
5	Who Benefits from Store Brand Entry?. <i>Marketing Science</i> , 2004, 23, 364-390.	4.1	295
6	Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008, 72, 19-30.	11.3	295
7	Product Innovations, Advertising, and Stock Returns. <i>Journal of Marketing</i> , 2009, 73, 24-43.	11.3	268
8	Do Promotions Benefit Manufacturers, Retailers, or Both?. <i>Management Science</i> , 2004, 50, 617-629.	4.1	245
9	Improving Consumer Mindset Metrics and Shareholder Value through Social Media: The Different Roles of Owned and Earned Media. <i>Journal of Marketing</i> , 2018, 82, 37-56.	11.3	245
10	Building With Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multichannel Environment. <i>Journal of Retailing</i> , 2015, 91, 182-197.	6.2	211
11	Product Innovations, Advertising, and Stock Returns. <i>Journal of Marketing</i> , 2009, 73, 24-43.	11.3	209
12	Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008, 72, 19-30.	11.3	207
13	Mind-Set Metrics in Market Response Models: An Integrative Approach. <i>Journal of Marketing Research</i> , 2010, 47, 672-684.	4.8	204
14	Does Online Information Drive Offline Revenues?. <i>Journal of Retailing</i> , 2011, 87, 1-17.	6.2	201
15	Practice Prize Paper – Marketing's Profit Impact: Quantifying Online and Off-line Funnel Progression. <i>Marketing Science</i> , 2011, 30, 604-611.	4.1	186
16	Dashboards as a Service. <i>Journal of Service Research</i> , 2009, 12, 175-189.	12.2	182
17	Moving from Free to Fee: How Online Firms Market to Change Their Business Model Successfully. <i>Journal of Marketing</i> , 2008, 72, 14-31.	11.3	174
18	Paths to and off purchase: quantifying the impact of traditional marketing and online consumer activity. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 440-453.	11.2	157

#	ARTICLE	IF	CITATIONS
19	What is Special about Marketing Organic Products? How Organic Assortment, Price, and Promotions Drive Retailer Performance. <i>Journal of Marketing</i> , 2013, 77, 31-51.	11.3	148
20	The Impact of Brand Equity and Innovation on the Long-Term Effectiveness of Promotions. <i>Journal of Marketing Research</i> , 2008, 45, 293-306.	4.8	147
21	Winners and Losers in a Major Price War. <i>Journal of Marketing Research</i> , 2008, 45, 499-518.	4.8	143
22	How Dynamic Consumer Response, Competitor Response, Company Support, and Company Inertia Shape Long-Term Marketing Effectiveness. <i>Marketing Science</i> , 2004, 23, 596-610.	4.1	141
23	App Popularity: Where in the World are Consumers Most Sensitive to Price and User Ratings?. <i>Journal of Marketing</i> , 2018, 82, 20-44.	11.3	135
24	Retail-Price Drivers and Retailer Profits. <i>Marketing Science</i> , 2007, 26, 473-487.	4.1	119
25	The effectiveness of different forms of online advertising for purchase conversion in a multiple-channel attribution framework. <i>International Journal of Research in Marketing</i> , 2016, 33, 491-507.	4.2	113
26	Informational Challenges in Omnichannel Marketing: Remedies and Future Research. <i>Journal of Marketing</i> , 2021, 85, 103-120.	11.3	105
27	Do display ads influence search? Attribution and dynamics in online advertising. <i>International Journal of Research in Marketing</i> , 2016, 33, 475-490.	4.2	104
28	Moving from Free to Fee: How Online Firms Market to Change Their Business Model Successfully. <i>Journal of Marketing</i> , 2008, 72, 14-31.	11.3	99
29	Retailer Pricing and Competitive Effects. <i>Journal of Retailing</i> , 2009, 85, 56-70.	6.2	97
30	When Do Price Thresholds Matter in Retail Categories?. <i>Marketing Science</i> , 2007, 26, 83-100.	4.1	96
31	Performance Regimes and Marketing Policy Shifts. <i>Marketing Science</i> , 2007, 26, 293-311.	4.1	83
32	How retailer and competitor decisions drive the long-term effectiveness of manufacturer promotions for fast moving consumer goods. <i>Journal of Retailing</i> , 2007, 83, 297-308.	6.2	74
33	Modeling Marketing Dynamics by Time Series Econometrics. <i>Marketing Letters</i> , 2004, 15, 167-183.	2.9	68
34	Like the ad or the brand? Marketing stimulates different electronic word-of-mouth content to drive online and offline performance. <i>International Journal of Research in Marketing</i> , 2016, 33, 639-655.	4.2	67
35	How CEO/CMO characteristics affect innovation and stock returns: findings and future directions. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1229-1253.	11.2	63
36	Winning hearts, minds and sales: How marketing communication enters the purchase process in emerging and mature markets. <i>International Journal of Research in Marketing</i> , 2013, 30, 57-68.	4.2	57

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37	Demand-Based Pricing versus Past-Price Dependence: A Cost-Benefit Analysis. <i>Journal of Marketing</i> , 2008, 72, 15-27.	11.3	47
38	The Impact of Adding Online-to-Offline Service Platform Channels on Firms' Offline and Total Sales and Profits. <i>Journal of Interactive Marketing</i> , 2019, 47, 115-128.	6.2	45
39	The impact of brand familiarity on online and offline media synergy. <i>International Journal of Research in Marketing</i> , 2016, 33, 739-753.	4.2	43
40	The Hare and the Tortoise: Do Earlier Adopters of Online Channels Purchase More?. <i>Journal of Retailing</i> , 2015, 91, 289-308.	6.2	34
41	Fanning the Flames? how Media Coverage of a Price War Affects Retailers, Consumers, and Investors. <i>Journal of Marketing Research</i> , 2015, 52, 674-693.	4.8	33
42	How Online Consumer Segments Differ in Long-term Marketing Effectiveness. <i>Journal of Interactive Marketing</i> , 2014, 28, 271-284.	6.2	28
43	Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry. <i>Administrative Sciences</i> , 2018, 8, 55.	2.9	18
44	The formation, evolution and replacement of price-quality relationships. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 46-65.	11.2	17
45	Metrics That Matter. <i>Journal of Advertising Research</i> , 2009, 49, 339-359.	2.1	14
46	A marketing perspective on business models. <i>AMS Review</i> , 2017, 7, 85-89.	2.5	13
47	Enduring Attitudes and Contextual Interest: When and Why Attitude Surveys Still Matter in the Online Consumer Decision Journey. <i>Journal of Interactive Marketing</i> , 2020, 52, 20-34.	6.2	13
48	Promoting Data Richness in Consumer Research: How to Develop and Evaluate Articles with Multiple Data Sources. <i>Journal of Consumer Research</i> , 2022, 49, 359-372.	5.1	7
49	Selecting Predictive Metrics for Marketing Dashboards - An Analytical Approach. <i>Journal of Marketing Behavior</i> , 2016, 2, 195-224.	0.4	6
50	Pricing Best Sellers and Traffic Generators: The Role of Asymmetric Cross-selling. <i>Journal of Interactive Marketing</i> , 2018, 41, 28-43.	6.2	6
51	Multiple Time Series Analysis for organizational research. <i>Long Range Planning</i> , 2022, 55, 102067.	4.9	6
52	New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry. , 2018, , 287-324.		5
53	Consumers' Attitudes and Purchases in Online Versus Offline Grocery Shopping. <i>Springer Proceedings in Business and Economics</i> , 2022, , 39-46.	0.3	5
54	How Social Media Drove the 2016 US Presidential Election: A Longitudinal Topic and Platform Analysis. <i>SSRN Electronic Journal</i> , 0, , .	0.4	3

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55	Les promotions bÃ©nÃ©ficient-elles aux fabricants, aux distributeurs, ou aux deux ?. Recherche Et Applications En Marketing, 2004, 19, 73-90.	0.5	2
56	Challenges in Measuring Return on Marketing Investment. Review of Marketing Research, 2010, , 107-124.	0.2	2
57	A broader view on brandsâ€™ growth and decline. International Journal of Market Research, 2020, 62, 127-138.	3.8	2
58	Models That Matter: How Quantitative Marketing Research Can Impact Public Policy. Journal of Public Policy and Marketing, 2022, 41, 206-210.	3.4	2
59	No Comment?! The Drivers of Reactions to Online Posts in Professional Groups. SSRN Electronic Journal, 2014, , .	0.4	1
60	Performance Regimes and Marketing Policy Shifts. , 2018, , 373-426.		1
61	Metrics Gone Wrong: What Managers Can Learn from the 2016 US Presidential Election. NIM Marketing Intelligence Review, 2021, 13, 30-35.	0.6	1
62	Big and Lean is Beautiful: A Conceptual Framework for Data-based Learning in Marketing Management. Review of Marketing Research, 2019, , 63-83.	0.2	0