

Katrijn Gielens

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11753389/publications.pdf>

Version: 2024-02-01

21
papers

2,856
citations

394421

19
h-index

713466

21
g-index

21
all docs

21
docs citations

21
times ranked

1661
citing authors

#	ARTICLE	IF	CITATIONS
1	The Market Valuation of Internet Channel Additions. <i>Journal of Marketing</i> , 2002, 66, 102-119.	11.3	843
2	How cannibalistic is the Internet channel? A study of the newspaper industry in the United Kingdom and The Netherlands. <i>International Journal of Research in Marketing</i> , 2002, 19, 337-348.	4.2	284
3	Proliferating Private-Label Portfolios: How Introducing Economy and Premium Private Labels Influences Brand Choice. <i>Journal of Marketing Research</i> , 2010, 47, 791-807.	4.8	265
4	Consumer and Market Drivers of the Trial Probability of New Consumer Packaged Goods. <i>Journal of Consumer Research</i> , 2003, 30, 368-384.	5.1	259
5	Do international entry decisions of retail chains matter in the long run?. <i>International Journal of Research in Marketing</i> , 2001, 18, 235-259.	4.2	145
6	Determinants of Store Brand Share. <i>Journal of Retailing</i> , 2014, 90, 141-153.	6.2	145
7	Drivers of consumer acceptance of new packaged goods: An investigation across products and countries. <i>International Journal of Research in Marketing</i> , 2007, 24, 97-111.	4.2	138
8	Intra- and Interformat Competition Among Discounters and Supermarkets. <i>Marketing Science</i> , 2010, 29, 456-473.	4.1	111
9	The Entry Strategy of Retail Firms into Transition Economies. <i>Journal of Marketing</i> , 2007, 71, 196-212.	11.3	106
10	Dancing with a Giant: The Effect of Wal-Mart's Entry into the United Kingdom on the Performance of European Retailers. <i>Journal of Marketing Research</i> , 2008, 45, 519-534.	4.8	93
11	New Products: The Antidote to Private Label Growth?. <i>Journal of Marketing Research</i> , 2012, 49, 408-423.	4.8	93
12	Branding in the era of digital (dis)intermediation. <i>International Journal of Research in Marketing</i> , 2019, 36, 367-384.	4.2	93
13	The Future of Private Labels: Towards a Smart Private Label Strategy. <i>Journal of Retailing</i> , 2021, 97, 99-115.	6.2	66
14	The New Regulator in Town: The Effect of Walmart's Sustainability Mandate on Supplier Shareholder Value. <i>Journal of Marketing</i> , 2018, 82, 124-141.	11.3	54
15	Strategic Assortment Decisions in Information-Intensive and Turbulent Environments. <i>Journal of Retailing</i> , 2011, 87, S17-S28.	6.2	40
16	Using technology to bring online convenience to offline shopping. <i>Marketing Letters</i> , 2020, 31, 25-29.	2.9	35
17	Navigating the Last Mile: The Demand Effects of Click-and-Collect Order Fulfillment. <i>Journal of Marketing</i> , 2021, 85, 158-178.	11.3	32
18	Gains and losses of exclusivity in grocery retailing. <i>International Journal of Research in Marketing</i> , 2014, 31, 239-252.	4.2	21

#	ARTICLE	IF	CITATIONS
19	Suppliers Caught in Supermarket Price Wars: Victims or Victors? Insights from a Dutch Price War. Journal of Marketing Research, 2015, 52, 784-800.	4.8	21
20	Overcoming Institutional and Infrastructure Weaknesses in China via Online Third-Party Marketplaces. Journal of International Marketing, 2020, 28, 3-19.	4.4	11
21	Global Private Label Convergence: Fact or Fiction?. Springer Proceedings in Business and Economics, 2016, , 149-151.	0.3	1