

Katrijn Gielens

List of Publications by Year in descending order

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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 | 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 |
| 2 | The Future of Private Labels: Towards a Smart Private Label Strategy. <i>Journal of Retailing</i> , 2021, 97, 99-115. | 6.2 | 66 |
| 3 | Using technology to bring online convenience to offline shopping. <i>Marketing Letters</i> , 2020, 31, 25-29. | 2.9 | 35 |
| 4 | Overcoming Institutional and Infrastructure Weaknesses in China via Online Third-Party Marketplaces. <i>Journal of International Marketing</i> , 2020, 28, 3-19. | 4.4 | 11 |
| 5 | Branding in the era of digital (dis)intermediation. <i>International Journal of Research in Marketing</i> , 2019, 36, 367-384. | 4.2 | 93 |
| 6 | 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 |
| 7 | Global Private Label Convergence: Fact or Fiction?. <i>Springer Proceedings in Business and Economics</i> , 2016, , 149-151. | 0.3 | 1 |
| 8 | Suppliers Caught in Supermarket Price Wars: Victims or Victors? Insights from a Dutch Price War. <i>Journal of Marketing Research</i> , 2015, 52, 784-800. | 4.8 | 21 |
| 9 | Determinants of Store Brand Share. <i>Journal of Retailing</i> , 2014, 90, 141-153. | 6.2 | 145 |
| 10 | Gains and losses of exclusivity in grocery retailing. <i>International Journal of Research in Marketing</i> , 2014, 31, 239-252. | 4.2 | 21 |
| 11 | New Products: The Antidote to Private Label Growth?. <i>Journal of Marketing Research</i> , 2012, 49, 408-423. | 4.8 | 93 |
| 12 | Strategic Assortment Decisions in Information-Intensive and Turbulent Environments. <i>Journal of Retailing</i> , 2011, 87, S17-S28. | 6.2 | 40 |
| 13 | Intra- and Interformat Competition Among Discounters and Supermarkets. <i>Marketing Science</i> , 2010, 29, 456-473. | 4.1 | 111 |
| 14 | 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 |
| 15 | 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 |
| 16 | The Entry Strategy of Retail Firms into Transition Economies. <i>Journal of Marketing</i> , 2007, 71, 196-212. | 11.3 | 106 |
| 17 | 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 |
| 18 | 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 |

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 19 | The Market Valuation of Internet Channel Additions. <i>Journal of Marketing</i> , 2002, 66, 102-119. | 11.3 | 843 |
| 20 | 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 |
| 21 | 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 |