

# Jaap E Wieringa

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11873013/publications.pdf>

Version: 2024-02-01

28  
papers

902  
citations

567281

15  
h-index

642732

23  
g-index

29  
all docs

29  
docs citations

29  
times ranked

663  
citing authors

#	ARTICLE	IF	CITATIONS
1	What about Design Newness? Investigating the Relevance of a Neglected Dimension of Product Innovativeness. <i>Journal of Product Innovation Management</i> , 2009, 26, 601-615.	9.5	173
2	Understanding Customer Switching Behavior in a Liberalizing Service Market. <i>Journal of Service Research</i> , 2007, 10, 174-186.	12.2	121
3	Generalizations on the effectiveness of pharmaceutical promotional expenditures. <i>International Journal of Research in Marketing</i> , 2008, 25, 234-246.	4.2	94
4	Creating lift versus building the base: Current trends in marketing dynamics. <i>International Journal of Research in Marketing</i> , 2009, 26, 13-20.	4.2	65
5	Early Marketing Matters: A Time-Varying Parameter Approach to Persistence Modeling. <i>Journal of Marketing Research</i> , 2010, 47, 173-185.	4.8	60
6	Why Do Firms Invest in Consumer Advertising with Limited Sales Response? A Shareholder Perspective. <i>Journal of Marketing</i> , 2011, 75, 109-124.	11.3	50
7	Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry. <i>Marketing Letters</i> , 2005, 16, 293-308.	2.9	49
8	Why Do Firms Invest in Consumer Advertising with Limited Sales Response? A Shareholder Perspective. <i>Journal of Marketing</i> , 2011, 75, 109-124.	11.3	47
9	Competitive reaction- and feedback effects based on VARX models of pooled store data. <i>International Journal of Research in Marketing</i> , 2005, 22, 415-426.	4.2	43
10	No future without the past? Predicting churn in the face of customer privacy. <i>International Journal of Research in Marketing</i> , 2017, 34, 154-172.	4.2	37
11	Modeling the effects of pharmaceutical marketing. <i>Marketing Letters</i> , 2010, 21, 121-133.	2.9	33
12	A matter of perspective: Design newness and its performance effects. <i>International Journal of Research in Marketing</i> , 2017, 34, 399-413.	4.2	18
13	Marketing variables in macro-level diffusion models. <i>Journal für Betriebswirtschaft</i> , 2006, 56, 155-183.	1.2	16
14	Modeling Markets. <i>International Series in Quantitative Marketing</i> , 2015, , .	0.5	16
15	Computing level-impulse responses of log-specified VAR systems. <i>International Journal of Forecasting</i> , 2005, 21, 279-289.	6.5	15
16	Pooling data for the analysis of dynamic marketing systems. <i>Statistica Neerlandica</i> , 2008, 62, 208-229.	1.6	15
17	Modelling the effects of promotion expenditures on sales of pharmaceuticals. <i>Applied Economics</i> , 2013, 45, 3389-3399.	2.2	8
18	Competitive diffusion of new prescription drugs: The role of pharmaceutical marketing investment. <i>Technological Forecasting and Social Change</i> , 2014, 88, 49-63.	11.6	8

#	ARTICLE	IF	CITATIONS
19	The Effect of Financial and Educational Incentives on Rational Prescribing. A State-Space Approach. Health Economics (United Kingdom), 2015, 24, 439-453.	1.7	5
20	Modeling the Effects of Promotional Efforts on Aggregate Pharmaceutical Demand: What We Know and Challenges for the Future. International Series in Quantitative Marketing, 2014, , 591-628.	0.5	4
21	Building Models for Markets. International Series in Quantitative Marketing, 2015, , 1-24.	0.5	3
22	Validation and Testing. International Series in Quantitative Marketing, 2015, , 121-174.	0.5	1
23	Individual Demand Models. International Series in Quantitative Marketing, 2015, , 261-305.	0.5	1
24	The Future of Marketing Modeling. International Series in Quantitative Marketing, 2017, , 671-683.	0.5	0
25	Diffusion and Adoption Models. International Series in Quantitative Marketing, 2017, , 299-331.	0.5	0
26	Examples of Models for Aggregate Demand. International Series in Quantitative Marketing, 2015, , 223-259.	0.5	0
27	Use: Implementation Issues. International Series in Quantitative Marketing, 2015, , 337-371.	0.5	0
28	Model Specification. International Series in Quantitative Marketing, 2015, , 25-63.	0.5	0