

# Hubert Gatignon

## List of Publications by Year in descending order

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Version: 2024-02-01

67  
papers

9,172  
citations

147801

31  
h-index

243625

44  
g-index

68  
all docs

68  
docs citations

68  
times ranked

3890  
citing authors

#	ARTICLE	IF	CITATIONS
1	Modes of Foreign Entry: A Transaction Cost Analysis and Propositions. <i>Journal of International Business Studies</i> , 1986, 17, 1-26.	7.3	1,894
2	Strategic Orientation of the Firm and New Product Performance. <i>Journal of Marketing Research</i> , 1997, 34, 77-90.	4.8	1,525
3	A Propositional Inventory for New Diffusion Research. <i>Journal of Consumer Research</i> , 1985, 11, 849.	5.1	933
4	A Structural Approach to Assessing Innovation: Construct Development of Innovation Locus, Type, and Characteristics. <i>Management Science</i> , 2002, 48, 1103-1122.	4.1	705
5	Technology Diffusion: An Empirical Test of Competitive Effects. <i>Journal of Marketing</i> , 1989, 53, 35-49.	11.3	446
6	Competitive Effects on Technology Diffusion. <i>Journal of Marketing</i> , 1986, 50, 1-12.	11.3	379
7	Technology Diffusion: An Empirical Test of Competitive Effects. <i>Journal of Marketing</i> , 1989, 53, 35.	11.3	361
8	Technology development mode: a transaction cost conceptualization. <i>Strategic Management Journal</i> , 1998, 19, 515-531.	7.3	328
9	Competitive Effects on Technology Diffusion. <i>Journal of Marketing</i> , 1986, 50, 1.	11.3	284
10	Modeling Multinational Diffusion Patterns: An Efficient Methodology. <i>Marketing Science</i> , 1989, 8, 231-247.	4.1	283
11	Determinants of Competitor Response Time to a New Product Introduction. <i>Journal of Marketing Research</i> , 1995, 32, 42-53.	4.8	170
12	Order of Entry as a Moderator of the Effect of the Marketing Mix on Market Share. <i>Marketing Science</i> , 1996, 15, 222-242.	4.1	159
13	Competitive Reactions to Market Entry: Explaining Interfirm Differences. <i>Journal of Marketing Research</i> , 1989, 26, 44-55.	4.8	113
14	Determinants of Competitor Response Time to a New Product Introduction. <i>Journal of Marketing Research</i> , 1995, 32, 42.	4.8	111
15	Brand Introduction Strategies and Competitive Environments. <i>Journal of Marketing Research</i> , 1990, 27, 390-401.	4.8	105
16	Specifying competitive effects in diffusion models: An empirical analysis. <i>International Journal of Research in Marketing</i> , 1994, 11, 17-39.	4.2	102
17	Competitive Reactions to Market Entry: Explaining Interfirm Differences. <i>Journal of Marketing Research</i> , 1989, 26, 44.	4.8	95
18	Modeling Marketing Interactions with Application to Salesforce Effectiveness. <i>Journal of Marketing Research</i> , 1987, 24, 247-257.	4.8	91

#	ARTICLE	IF	CITATIONS
19	Brand Introduction Strategies and Competitive Environments. Journal of Marketing Research, 1990, 27, 390.	4.8	88
20	Incumbent defense strategies against new product entry. International Journal of Research in Marketing, 1997, 14, 163-176.	4.2	85
21	Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities. Journal of Marketing Research, 1984, 21, 259-267.	4.8	83
22	Competitive Marketing Behavior in Industrial Markets. Journal of Marketing, 1994, 58, 45.	11.3	82
23	Competitive Marketing Behavior in Industrial Markets. Journal of Marketing, 1994, 58, 45-55.	11.3	80
24	Competition as a Moderator of the Effect of Advertising on Sales. Journal of Marketing Research, 1984, 21, 387-398.	4.8	77
25	Competition as a Moderator of the Effect of Advertising on Sales. Journal of Marketing Research, 1984, 21, 387.	4.8	69
26	Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities. Journal of Marketing Research, 1984, 21, 259.	4.8	65
27	Research Issues at the Boundary of Competitive Dynamics and Market Evolution. Marketing Science, 2005, 24, 165-174.	4.1	48
28	Modeling Marketing Interactions with Application to Salesforce Effectiveness. Journal of Marketing Research, 1987, 24, 247.	4.8	45
29	Order of entry, trial diffusion, and elasticity dynamics: An empirical case. Marketing Letters, 1996, 7, 95-109.	2.9	37
30	Advertising and Children. Communication Research, 1989, 16, 459-485.	5.9	36
31	Customer orientation and organizational innovation: the case of environmental management practices. Journal of Business and Industrial Marketing, 2016, 31, 835-848.	3.0	34
32	The impact of risk and competition on choice of innovations. Marketing Letters, 1993, 4, 191-204.	2.9	32
33	Strategic studies in Markstrat. Journal of Business Research, 1987, 15, 469-480.	10.2	23
34	Toward a Methodology for Measuring Advertising Copy Effects. Marketing Science, 1984, 3, 308-326.	4.1	20
35	Pop-ups, Ephemerality, and Consumer Experience: The Centrality of Buzz. Journal of the Association for Consumer Research, 2018, 3, 425-439.	1.7	20
36	How innovators thwart new entrants into their market. Strategy and Leadership, 1991, 19, 4-11.	0.2	19

#	ARTICLE	IF	CITATIONS
37	Statistical Analysis of Management Data. , 2014, , .		19
38	Firms and the Creation of New Markets. , 2005, , 401-431.		18
39	Commentary on Peter Leeflang and Dick Wittink's "Building models for marketing decisions: Past, present and future" International Journal of Research in Marketing, 2000, 17, 209-213.	4.2	17
40	Chapter 15 Marketing-mix models. Handbooks in Operations Research and Management Science, 1993, 5, 697-732.	0.6	15
41	Firms and the Creation of New Markets. , 2008, , 401-431.		12
42	Erin Anderson and the Path Breaking Work of TCE in New Areas of Business Research: Transaction Costs in Action. Journal of Retailing, 2010, 86, 232-247.	6.2	9
43	Commentary on Jacob Goldenberg, Barak Libai and Eitan Muller's "The chilling effects of network externalities" International Journal of Research in Marketing, 2010, 27, 16-17.	4.2	9
44	Competitive Response and Market Evolution. , 2002, , 126-149.		8
45	Pooling Logit Models. Journal of Marketing Research, 1986, 23, 281.	4.8	7
46	A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies. Journal of Marketing Research, 1988, 25, 363-375.	4.8	7
47	A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies. Journal of Marketing Research, 1988, 25, 363.	4.8	4
48	Globalization and its challenges. , 2004, , 1-22.		4
49	Making Innovation Last: Volume 2. , 2016, , .		4
50	Making Innovation Last: Volume 1. , 2016, , .		3
51	The Effect of Marketing Breadth and Competitive Spread on Category Growth. Production and Operations Management, 2022, 31, 622-644.	3.8	2
52	Strategic and Market Orientations. , 2016, , 97-152.		1
53	Assessing Innovations from the Technology Perspective. , 2016, , 19-51.		1
54	When to Forge Alliances?. , 2016, , 201-247.		1

#	ARTICLE	IF	CITATIONS
55	System of Equations. , 2014, , 187-216.		1
56	PIMS and the market share effect: biased evidence versus fuzzy evidence. , 2004, , 260-271.		0
57	Testing Mediation and Moderation Effects. , 2014, , 349-452.		0
58	Predicting New Product Acceptance. , 2016, , 211-271.		0
59	Marketing Launch. , 2016, , 377-439.		0
60	Assessing Innovations from the Market Point of View. , 2016, , 53-94.		0
61	Looking Ahead to New Product Diffusion. , 2016, , 273-327.		0
62	Managing Capabilities. , 2016, , 153-199.		0
63	Concept Development. , 2016, , 175-208.		0
64	Categorical Dependent Variables. , 2014, , 231-268.		0
65	Multiple Regression with a Single Dependent Variable. , 2014, , 155-186.		0
66	Rank-Ordered Data. , 2014, , 269-296.		0
67	XV. <i>Thomas S. (Tom) Robertson</i> " Articulier thÃ©orie et pratique. , 2016, , 321-339.		0