

# 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	The Effect of Marketing Breadth and Competitive Spread on Category Growth. <i>Production and Operations Management</i> , 2022, 31, 622-644.	3.8	2
2	Pop-ups, Ephemerality, and Consumer Experience: The Centrality of Buzz. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 425-439.	1.7	20
3	Customer orientation and organizational innovation: the case of environmental management practices. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 835-848.	3.0	34
4	Strategic and Market Orientations. , 2016, , 97-152.		1
5	Making Innovation Last: Volume 2. , 2016, , .		4
6	Predicting New Product Acceptance. , 2016, , 211-271.		0
7	Marketing Launch. , 2016, , 377-439.		0
8	Making Innovation Last: Volume 1. , 2016, , .		3
9	Assessing Innovations from the Market Point of View. , 2016, , 53-94.		0
10	Looking Ahead to New Product Diffusion. , 2016, , 273-327.		0
11	Assessing Innovations from the Technology Perspective. , 2016, , 19-51.		1
12	Managing Capabilities. , 2016, , 153-199.		0
13	Concept Development. , 2016, , 175-208.		0
14	When to Forge Alliances?. , 2016, , 201-247.		1
15	XV. <i>Thomas S. (Tom) Robertson</i> " Articulering thÃ©orie et pratique. , 2016, , 321-339.		0
16	Testing Mediation and Moderation Effects. , 2014, , 349-452.		0
17	Statistical Analysis of Management Data. , 2014, , .		19
18	Categorical Dependent Variables. , 2014, , 231-268.		0

#	ARTICLE	IF	CITATIONS
19	Multiple Regression with a Single Dependent Variable. , 2014, , 155-186.		0
20	Rank-Ordered Data. , 2014, , 269-296.		0
21	System of Equations. , 2014, , 187-216.		1
22	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
23	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
24	Firms and the Creation of New Markets. , 2008, , 401-431.		12
25	Research Issues at the Boundary of Competitive Dynamics and Market Evolution. Marketing Science, 2005, 24, 165-174.	4.1	48
26	Firms and the Creation of New Markets. , 2005, , 401-431.		18
27	Globalization and its challenges. , 2004, , 1-22.		4
28	PIMS and the market share effect: biased evidence versus fuzzy evidence. , 2004, , 260-271.		0
29	A Structural Approach to Assessing Innovation: Construct Development of Innovation Locus, Type, and Characteristics. Management Science, 2002, 48, 1103-1122.	4.1	705
30	Competitive Response and Market Evolution. , 2002, , 126-149.		8
31	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
32	Technology development mode: a transaction cost conceptualization. Strategic Management Journal, 1998, 19, 515-531.	7.3	328
33	Incumbent defense strategies against new product entry. International Journal of Research in Marketing, 1997, 14, 163-176.	4.2	85
34	Strategic Orientation of the Firm and New Product Performance. Journal of Marketing Research, 1997, 34, 77-90.	4.8	1,525
35	Order of entry, trial diffusion, and elasticity dynamics: An empirical case. Marketing Letters, 1996, 7, 95-109.	2.9	37
36	Order of Entry as a Moderator of the Effect of the Marketing Mix on Market Share. Marketing Science, 1996, 15, 222-242.	4.1	159

#	ARTICLE	IF	CITATIONS
37	Determinants of Competitor Response Time to a New Product Introduction. Journal of Marketing Research, 1995, 32, 42-53.	4.8	170
38	Determinants of Competitor Response Time to a New Product Introduction. Journal of Marketing Research, 1995, 32, 42.	4.8	111
39	Competitive Marketing Behavior in Industrial Markets. Journal of Marketing, 1994, 58, 45-55.	11.3	80
40	Competitive Marketing Behavior in Industrial Markets. Journal of Marketing, 1994, 58, 45.	11.3	82
41	Specifying competitive effects in diffusion models: An empirical analysis. International Journal of Research in Marketing, 1994, 11, 17-39.	4.2	102
42	The impact of risk and competition on choice of innovations. Marketing Letters, 1993, 4, 191-204.	2.9	32
43	Chapter 15 Marketing-mix models. Handbooks in Operations Research and Management Science, 1993, 5, 697-732.	0.6	15
44	How innovators thwart new entrants into their market. Strategy and Leadership, 1991, 19, 4-11.	0.2	19
45	Brand Introduction Strategies and Competitive Environments. Journal of Marketing Research, 1990, 27, 390-401.	4.8	105
46	Brand Introduction Strategies and Competitive Environments. Journal of Marketing Research, 1990, 27, 390.	4.8	88
47	Technology Diffusion: An Empirical Test of Competitive Effects. Journal of Marketing, 1989, 53, 35-49.	11.3	446
48	Competitive Reactions to Market Entry: Explaining Interfirm Differences. Journal of Marketing Research, 1989, 26, 44-55.	4.8	113
49	Advertising and Children. Communication Research, 1989, 16, 459-485.	5.9	36
50	Technology Diffusion: An Empirical Test of Competitive Effects. Journal of Marketing, 1989, 53, 35.	11.3	361
51	Modeling Multinational Diffusion Patterns: An Efficient Methodology. Marketing Science, 1989, 8, 231-247.	4.1	283
52	Competitive Reactions to Market Entry: Explaining Interfirm Differences. Journal of Marketing Research, 1989, 26, 44.	4.8	95
53	A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies. Journal of Marketing Research, 1988, 25, 363.	4.8	4
54	A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies. Journal of Marketing Research, 1988, 25, 363-375.	4.8	7

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55	Modeling Marketing Interactions with Application to Salesforce Effectiveness. Journal of Marketing Research, 1987, 24, 247.	4.8	45
56	Strategic studies in Markstrat. Journal of Business Research, 1987, 15, 469-480.	10.2	23
57	Modeling Marketing Interactions with Application to Salesforce Effectiveness. Journal of Marketing Research, 1987, 24, 247-257.	4.8	91
58	Competitive Effects on Technology Diffusion. Journal of Marketing, 1986, 50, 1-12.	11.3	379
59	Pooling Logit Models. Journal of Marketing Research, 1986, 23, 281.	4.8	7
60	Competitive Effects on Technology Diffusion. Journal of Marketing, 1986, 50, 1.	11.3	284
61	Modes of Foreign Entry: A Transaction Cost Analysis and Propositions. Journal of International Business Studies, 1986, 17, 1-26.	7.3	1,894
62	A Propositional Inventory for New Diffusion Research. Journal of Consumer Research, 1985, 11, 849.	5.1	933
63	Competition as a Moderator of the Effect of Advertising on Sales. Journal of Marketing Research, 1984, 21, 387-398.	4.8	77
64	Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities. Journal of Marketing Research, 1984, 21, 259-267.	4.8	83
65	Competition as a Moderator of the Effect of Advertising on Sales. Journal of Marketing Research, 1984, 21, 387.	4.8	69
66	Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities. Journal of Marketing Research, 1984, 21, 259.	4.8	65
67	Toward a Methodology for Measuring Advertising Copy Effects. Marketing Science, 1984, 3, 308-326.	4.1	20