

# Christophe Van den Bulte

## List of Publications by Year in descending order

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Version: 2024-02-01

33  
papers

4,322  
citations

279798

23  
h-index

477307

29  
g-index

35  
all docs

35  
docs citations

35  
times ranked

2680  
citing authors

| #  | ARTICLE  | IF   | CITATIONS |
|----|--|------|-----------|
| 1  | Opinion Leadership and Social Contagion in New Product Diffusion. <i>Marketing Science</i> , 2011, 30, 195-212.  | 4.1  | 738       |
| 2  | Medical Innovation Revisited: Social Contagion versus Marketing Effort. <i>American Journal of Sociology</i> , 2001, 106, 1409-1435.   | 0.5  | 528       |
| 3  | New Product Diffusion with Influentials and Imitators. <i>Marketing Science</i> , 2007, 26, 400-421.   | 4.1  | 377       |
| 4  | Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-Analytic Test. <i>Marketing Science</i> , 2004, 23, 530-544.  | 4.1  | 347       |
| 5  | Referral Programs and Customer Value. <i>Journal of Marketing</i> , 2011, 75, 46-59.   | 11.3 | 264       |
| 6  | The Effects of R&D Team Co-location on Communication Patterns among R&D, Marketing, and Manufacturing. <i>Management Science</i> , 1998, 44, S1-S18.   | 4.1  | 197       |
| 7  | Bias and Systematic Change in the Parameter Estimates of Macro-Level Diffusion Models. <i>Marketing Science</i> , 1997, 16, 338-353.   | 4.1  | 174       |
| 8  | New Product Diffusion Acceleration: Measurement and Analysis. <i>Marketing Science</i> , 2000, 19, 366-380.  | 4.1  | 169       |
| 9  | The 4P Classification of the Marketing Mix Revisited. <i>Journal of Marketing</i> , 1992, 56, 83.  | 11.3 | 168       |
| 10 | Referral Programs and Customer Value. <i>Journal of Marketing</i> , 2011, 75, 46-59.   | 11.3 | 164       |
| 11 | Vertical Marketing Systems for Complex Products: A Triadic Perspective. <i>Journal of Marketing Research</i> , 2004, 41, 479-487.  | 4.8  | 159       |
| 12 | A megastudy of text-based nudges encouraging patients to get vaccinated at an upcoming doctor's appointment. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2021, 118, . | 7.1  | 154       |
| 13 | Getting closer and nicer: partnerships in the supply chain. <i>Long Range Planning</i> , 1994, 27, 72-83.  | 4.9  | 134       |
| 14 | Social Contagion in New Product Trial and Repeat. <i>Marketing Science</i> , 2015, 34, 408-429.  | 4.1  | 107       |
| 15 | Credit Scoring with Social Network Data. <i>Marketing Science</i> , 2016, 35, 234-258.   | 4.1  | 95        |
| 16 | Generalizing about Trade Show Effectiveness: A Cross-National Comparison. <i>Journal of Marketing</i> , 1997, 61, 55-64.   | 11.3 | 93        |
| 17 | Generalizing about Trade Show Effectiveness: A Cross-National Comparison. <i>Journal of Marketing</i> , 1997, 61, 55.  | 11.3 | 73        |
| 18 | How Customer Referral Programs Turn Social Capital into Economic Capital. <i>Journal of Marketing Research</i> , 2018, 55, 132-146.  | 4.8  | 72        |

| #  | ARTICLE  | IF   | CITATIONS |
|----|--|------|-----------|
| 19 | Nonmonotonic Status Effects in New Product Adoption. <i>Marketing Science</i> , 2014, 33, 509-533.   | 4.1  | 65        |
| 20 | A 680,000-person megastudy of nudges to encourage vaccination in pharmacies. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2022, 119, . | 7.1  | 49        |
| 21 | Rejoinder“Further Reflections on Studying Social Influence” in New Product Diffusion. <i>Marketing Science</i> , 2011, 30, 230-232.  | 4.1  | 37        |
| 22 | Tricked by Truncation: Spurious Duration Dependence and Social Contagion in Hazard Models. <i>Marketing Science</i> , 2011, 30, 233-248.   | 4.1  | 34        |
| 23 | Why the Generalized Bass Model leads to odd optimal advertising policies. <i>International Journal of Research in Marketing</i> , 2011, 28, 218-230.                               | 4.2  | 27        |
| 24 | When to Take or Forgo New Product Exclusivity: Balancing Protection from Competition against Word-of-Mouth Spillover. <i>Journal of Marketing</i> , 2014, 78, 83-100.              | 11.3 | 23        |
| 25 | Metaphor at Work. <i>International Series in Quantitative Marketing</i> , 1994, , 405-434.   | 0.5  | 18        |
| 26 | p-Hacking and False Discovery in A/B Testing. <i>SSRN Electronic Journal</i> , 0, , .  | 0.4  | 16        |
| 27 | False Discovery in A/B Testing. <i>Management Science</i> , 2022, 68, 6762-6782.   | 4.1  | 12        |
| 28 | Multigeneration Innovation Diffusion and Intergeneration Time: A Cautionary Note. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 357-360.                          | 11.2 | 7         |
| 29 | Credit Scoring with Social Network Data. <i>SSRN Electronic Journal</i> , 0, , .   | 0.4  | 7         |
| 30 | Social network design for inducing effort. <i>Quantitative Marketing and Economics</i> , 2020, 18, 381-417.  | 1.5  | 6         |
| 31 | A Mega-Study of Text-Message Nudges Encouraging Patients to Get Vaccinated at their Pharmacy. <i>SSRN Electronic Journal</i> , 0, , .  | 0.4  | 4         |
| 32 | Too Popular, Too Fast: Optimal Advertising and Entry Timing in Markets with Peer Influence. <i>Management Science</i> , 2022, 68, 4725-4741.                                       | 4.1  | 1         |
| 33 | Global marketing of new products. , 2004, , 207-228.   |      | 0         |