

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	Too Popular, Too Fast: Optimal Advertising and Entry Timing in Markets with Peer Influence. Management Science, 2022, 68, 4725-4741.	4.1	1
2	A 680,000-person megastudy of nudges to encourage vaccination in pharmacies. Proceedings of the National Academy of Sciences of the United States of America, 2022, 119, .	7.1	49
3	False Discovery in A/B Testing. Management Science, 2022, 68, 6762-6782.	4.1	12
4	A megastudy of text-based nudges encouraging patients to get vaccinated at an upcoming doctor's appointment. Proceedings of the National Academy of Sciences of the United States of America, 2021, 118, .	7.1	154
5	Social network design for inducing effort. Quantitative Marketing and Economics, 2020, 18, 381-417.	1.5	6
6	How Customer Referral Programs Turn Social Capital into Economic Capital. Journal of Marketing Research, 2018, 55, 132-146.	4.8	72
7	Credit Scoring with Social Network Data. Marketing Science, 2016, 35, 234-258.	4.1	95
8	Social Contagion in New Product Trial and Repeat. Marketing Science, 2015, 34, 408-429.	4.1	107
9	Nonmonotonic Status Effects in New Product Adoption. Marketing Science, 2014, 33, 509-533.	4.1	65
10	When to Take or Forgo New Product Exclusivity: Balancing Protection from Competition against Word-of-Mouth Spillover. Journal of Marketing, 2014, 78, 83-100.	11.3	23
11	Opinion Leadership and Social Contagion in New Product Diffusion. Marketing Science, 2011, 30, 195-212.	4.1	738
12	Why the Generalized Bass Model leads to odd optimal advertising policies. International Journal of Research in Marketing, 2011, 28, 218-230.	4.2	27
13	Referral Programs and Customer Value. Journal of Marketing, 2011, 75, 46-59.	11.3	264
14	Referral Programs and Customer Value. Journal of Marketing, 2011, 75, 46-59.	11.3	164
15	Rejoinder "Further Reflections on Studying Social Influence" in New Product Diffusion. Marketing Science, 2011, 30, 230-232.	4.1	37
16	Tricked by Truncation: Spurious Duration Dependence and Social Contagion in Hazard Models. Marketing Science, 2011, 30, 233-248.	4.1	34
17	New Product Diffusion with Influentials and Imitators. Marketing Science, 2007, 26, 400-421.	4.1	377
18	Global marketing of new products. , 2004, , 207-228.		0

#	ARTICLE	IF	CITATIONS
19	Vertical Marketing Systems for Complex Products: A Triadic Perspective. <i>Journal of Marketing Research</i> , 2004, 41, 479-487.	4.8	159
20	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
21	Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-Analytic Test. <i>Marketing Science</i> , 2004, 23, 530-544.	4.1	347
22	Medical Innovation Revisited: Social Contagion versus Marketing Effort. <i>American Journal of Sociology</i> , 2001, 106, 1409-1435.	0.5	528
23	New Product Diffusion Acceleration: Measurement and Analysis. <i>Marketing Science</i> , 2000, 19, 366-380.	4.1	169
24	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
25	Bias and Systematic Change in the Parameter Estimates of Macro-Level Diffusion Models. <i>Marketing Science</i> , 1997, 16, 338-353.	4.1	174
26	Generalizing about Trade Show Effectiveness: A Cross-National Comparison. <i>Journal of Marketing</i> , 1997, 61, 55.	11.3	73
27	Generalizing about Trade Show Effectiveness: A Cross-National Comparison. <i>Journal of Marketing</i> , 1997, 61, 55-64.	11.3	93
28	Getting closer and nicer: partnerships in the supply chain. <i>Long Range Planning</i> , 1994, 27, 72-83.	4.9	134
29	Metaphor at Work. <i>International Series in Quantitative Marketing</i> , 1994, , 405-434.	0.5	18
30	The 4P Classification of the Marketing Mix Revisited. <i>Journal of Marketing</i> , 1992, 56, 83.	11.3	168
31	Credit Scoring with Social Network Data. <i>SSRN Electronic Journal</i> , 0, , .	0.4	7
32	p-Hacking and False Discovery in A/B Testing. <i>SSRN Electronic Journal</i> , 0, , .	0.4	16
33	A Mega-Study of Text-Message Nudges Encouraging Patients to Get Vaccinated at their Pharmacy. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4