

Thomas S Gruca

List of Publications by Year in descending order

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Version: 2024-02-01

61
papers

2,449
citations

304743

22
h-index

206112

48
g-index

63
all docs

63
docs citations

63
times ranked

1831
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer Satisfaction, Cash Flow, and Shareholder Value. <i>Journal of Marketing</i> , 2005, 69, 115-130.	11.3	558
2	Industrial Pricing: Theory and Managerial Practice. <i>Marketing Science</i> , 1999, 18, 435-454.	4.1	221
3	Cost Stickiness and Core Competency: A Note*. <i>Contemporary Accounting Research</i> , 2008, 25, 993-1006.	3.0	178
4	Corporate Giving Behavior and Decision-Maker Social Consciousness. <i>Journal of Business Ethics</i> , 1999, 19, 375-383.	6.0	156
5	The influence of pre- and post-purchase service on prices in the online book market. <i>Journal of Interactive Marketing</i> , 2004, 18, 51-62.	6.2	147
6	Reducing Adverse Selection through Customer Relationship Management. <i>Journal of Marketing</i> , 2005, 69, 219-229.	11.3	135
7	Convergence across alternative methods for forming strategic groups. <i>Strategic Management Journal</i> , 1997, 18, 745-760.	7.3	85
8	Internet Pricing, Price Satisfaction, and Customer Satisfaction. <i>International Journal of Electronic Commerce</i> , 2003, 8, 31-50.	3.0	76
9	A Framework for Entry Deterrence Strategy: The Competitive Environment, Choices, and Consequences. <i>Journal of Marketing</i> , 1995, 59, 44-55.	11.3	69
10	An Equilibrium Analysis of Defensive Response to Entry Using a Coupled Response Function Model. <i>Marketing Science</i> , 1992, 11, 348-358.	4.1	67
11	Understanding Competitive and Contagion Effects of Layoff Announcements. <i>Corporate Reputation Review</i> , 2008, 11, 12-34.	1.7	58
12	Regulatory change, constraints on adaptation and organizational failure: An empirical analysis of acute care hospitals. <i>Strategic Management Journal</i> , 1994, 15, 345-363.	7.3	39
13	Diffstrat: An analytical procedure for generating optimal new product concepts for a differentiated-type strategy. <i>European Journal of Operational Research</i> , 1988, 36, 50-65.	5.7	38
14	A Framework for Entry Deterrence Strategy: The Competitive Environment, Choices, and Consequences. <i>Journal of Marketing</i> , 1995, 59, 44.	11.3	38
15	Optimal new product positioning: A genetic algorithm approach. <i>European Journal of Operational Research</i> , 2003, 146, 621-633.	5.7	38
16	Hospital web sites. <i>Journal of Business Research</i> , 2004, 57, 1021-1025.	10.2	37
17	The Effect of Electronic Markets on Forecasts of New Product Success. <i>Information Systems Frontiers</i> , 2003, 5, 95-105.	6.4	35
18	The IEM Movie Box Office Market: Integrating Marketing and Finance Using Electronic Markets. <i>Journal of Marketing Education</i> , 2000, 22, 5-14.	2.4	32

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19	Consensus and Differences of Opinion in Electronic Prediction Markets. <i>Electronic Markets</i> , 2005, 15, 13-22.	8.1	32
20	The technical efficiency of hospitals under a single payer system: the case of Ontario community hospitals. , 2001, 4, 91-101.		30
21	Improving Rural Access to Orthopaedic Care Through Visiting Consultant Clinics. <i>Journal of Bone and Joint Surgery - Series A</i> , 2016, 98, 768-774.	3.0	30
22	Improving Access to Urologic Care for Rural Populations Through Outreach Clinics. <i>Urology</i> , 2013, 82, 1272-1276.	1.0	29
23	Equilibrium Characteristics of Multinomial Logit Market Share Models. <i>Journal of Marketing Research</i> , 1991, 28, 480.	4.8	25
24	Exploiting synergy for competitive advantage. <i>Long Range Planning</i> , 1997, 30, 481-611.	4.9	23
25	Marketing mix response to entry in segmented markets. <i>International Journal of Research in Marketing</i> , 2001, 18, 53-66.	4.2	21
26	Trends in Medical Oncology Outreach Clinics in Rural Areas. <i>Journal of Oncology Practice</i> , 2014, 10, e313-e320.	2.5	21
27	Dueling or the battle royale? The impact of task complexity on the evaluation of entry threat. <i>Psychology and Marketing</i> , 2003, 20, 999-1016.	8.2	20
28	The Effect of Service Capability on Operating Costs: An Empirical Study of Ontario Hospitals. <i>Contemporary Accounting Research</i> , 1996, 13, 177-207.	3.0	19
29	The Influence of Visiting Consultant Clinics on Measures of Access to Cancer Care: Evidence from the State of Iowa. <i>Health Services Research</i> , 2013, 48, 1719-1729.	2.0	16
30	Providing Cardiology Care in Rural Areas Through Visiting Consultant Clinics. <i>Journal of the American Heart Association</i> , 2016, 5, .	3.7	16
31	Reaching Rural Patients through Otolaryngology Visiting Consultant Clinics. <i>Otolaryngology - Head and Neck Surgery</i> , 2014, 151, 895-898.	1.9	15
32	Response to the Comments on "Industrial Pricing: Theory and Managerial Practice". <i>Marketing Science</i> , 1999, 18, 458-459.	4.1	13
33	Compliance With American Urological Association Guidelines for Nonmuscle Invasive Bladder Cancer Remains Poor: Assessing Factors Associated With Noncompliance and Survival in a Rural State. <i>Urology</i> , 2019, 132, 150-155.	1.0	12
34	The Effects of Competition on Referral Alliances of Professional Service Firms. <i>Organization Science</i> , 2010, 21, 216-231.	4.5	11
35	A meta-analysis of correlations between market share and other brand performance metrics in FMCG markets. <i>Journal of Business Research</i> , 2016, 69, 5901-5908.	10.2	10
36	Determinants of the 5-Year Retention and Rural Location of Family Physicians: Results from the Iowa Family Medicine Training Network. <i>Family Medicine</i> , 2017, 49, 473-476.	0.5	9

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37	Mining sales data using a neural network model of market response. SIGKDD Explorations: Newsletter of the Special Interest Group (SIG) on Knowledge Discovery & Data Mining, 1999, 1, 39-43.	4.0	8
38	Managerial assessment of potential entrants: Processes and pitfalls. International Journal of Research in Marketing, 2001, 18, 37-51.	4.2	7
39	Sibling Brands, Multiple Objectives, and Response to Entry: The Case of the Marion Retail Coffee Market. Journal of the Academy of Marketing Science, 2002, 30, 59-69.	11.2	7
40	A Bayesian Multi-Level Factor Analytic Model of Consumer Price Sensitivities Across Categories. Psychometrika, 2010, 75, 558-578.	2.1	7
41	NICHER: An approach to identifying defensible product positions. European Journal of Operational Research, 1995, 84, 292-309.	5.7	6
42	Sex and cardiovascular disease status differences in attitudes and willingness to participate in clinical research studies/clinical trials. Trials, 2018, 19, 300.	1.6	6
43	Impact of nonphysician providers on spatial accessibility to primary care in Iowa. Health Services Research, 2020, 55, 476-485.	2.0	6
44	The effects of sensitization and habituation in durable goods markets. European Journal of Operational Research, 2011, 212, 398-410.	5.7	5
45	The workforce trends of physician assistants in Iowa (1995-2015). PLoS ONE, 2018, 13, e0204813.	2.5	5
46	Convergence across alternative methods for forming strategic groups. Strategic Management Journal, 1997, 18, 745-760.	7.3	5
47	The Impact of Marketing on Hospital Performance. Journal of Hospital Marketing and Public Relations, 1994, 8, 87-112.	0.2	4
48	An empirical study of B2B migration from traditional stores to the Internet. Journal of Customer Behavior, 2007, 6, 75-92.	0.0	4
49	Health Care Clusters in Hospitals. Journal of Hospital Marketing and Public Relations, 1993, 7, 61-76.	0.2	3
50	Taking the Procedure to the Patient: Increasing Access to Urological Procedural Care through Outreach. Urology Practice, 2017, 4, 335-341.	0.5	2
51	Treatment Setting Influences Treatment Modality for Urinary Stone Disease. Urology, 2020, 143, 123-129.	1.0	2
52	MP32-03 TRENDS IN THE DELIVERY OF UROLOGIC PROCEDURAL CARE BY ADVANCED PRACTICE PROVIDERS. Journal of Urology, 2015, 193, .	0.4	1
53	The 2020 (Re)Election According to the Iowa Electronic Markets: Politics, Pandemic, Recession, and/or Protests?. PS - Political Science and Politics, 2021, 54, 86-90.	0.5	1
54	Department Stores and Detroit:. Journal of Marketing Channels, 1992, 1, 17-30.	0.4	0

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55	MP32-20 TAKING THE PROCEDURE TO THE PATIENT: INCREASING ACCESS TO UROLOGIC PROCEDURAL CARE THROUGH OUTREACH. Journal of Urology, 2015, 193, .	0.4	0
56	MP32-13 COMPLIANCE WITH NON-MUSCLE INVASIVE BLADDER CANCER (NMIBC) GUIDELINES: AN UPDATED POPULATION-BASED ASSESSMENT OF CARE DELIVERY. Journal of Urology, 2017, 197, .	0.4	0
57	MP95-03 PATIENT RURALITY INFLUENCES TREATMENT MODALITY FOR URINARY STONE DISEASE. Journal of Urology, 2017, 197, .	0.4	0
58	The size-rank relationship for market shares of consumer packaged goods. Applied Economics, 2020, 52, 5986-5994.	2.2	0
59	Identifying and Comparing Strategic Groups Using Alternative Methods: Method Validation and Group Convergence in a Single Mature Industry. , 1997, , 55-80.		0
60	Trends in Rural Outreach by Orthopedic Surgeons. Iowa orthopaedic journal, The, 2021, 41, 25-31.	0.5	0
61	Can Investing Diaries be Hazardous to Your Financial Health?. The Journal of Prediction Markets, 2020, 14, 105-125.	0.1	0