

Thomas S Gruca

List of Publications by Year in descending order

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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	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
2	Trends in Rural Outreach by Orthopedic Surgeons. Iowa orthopaedic journal, The, 2021, 41, 25-31.	0.5	0
3	The size-rank relationship for market shares of consumer packaged goods. Applied Economics, 2020, 52, 5986-5994.	2.2	0
4	Treatment Setting Influences Treatment Modality for Urinary Stone Disease. Urology, 2020, 143, 123-129.	1.0	2
5	Impact of nonphysician providers on spatial accessibility to primary care in Iowa. Health Services Research, 2020, 55, 476-485.	2.0	6
6	Can Investing Diaries be Hazardous to Your Financial Health?. The Journal of Prediction Markets, 2020, 14, 105-125.	0.1	0
7	Compliance With American Urological Association Guidelines for Nonmuscle Invasive Bladder Cancer Remains Poor: Assessing Factors Associated With Noncompliance and Survival in a Rural State. Urology, 2019, 132, 150-155.	1.0	12
8	The workforce trends of physician assistants in Iowa (1995-2015). PLoS ONE, 2018, 13, e0204813.	2.5	5
9	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
10	Taking the Procedure to the Patient: Increasing Access to Urological Procedural Care through Outreach. Urology Practice, 2017, 4, 335-341.	0.5	2
11	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
12	MP95-03 PATIENT RURALITY INFLUENCES TREATMENT MODALITY FOR URINARY STONE DISEASE. Journal of Urology, 2017, 197, .	0.4	0
13	Determinants of the 5-Year Retention and Rural Location of Family Physicians: Results from the Iowa Family Medicine Training Network. Family Medicine, 2017, 49, 473-476.	0.5	9
14	Providing Cardiology Care in Rural Areas Through Visiting Consultant Clinics. Journal of the American Heart Association, 2016, 5, .	3.7	16
15	A meta-analysis of correlations between market share and other brand performance metrics in FMCG markets. Journal of Business Research, 2016, 69, 5901-5908.	10.2	10
16	Improving Rural Access to Orthopaedic Care Through Visiting Consultant Clinics. Journal of Bone and Joint Surgery - Series A, 2016, 98, 768-774.	3.0	30
17	MP32-20 TAKING THE PROCEDURE TO THE PATIENT: INCREASING ACCESS TO UROLOGIC PROCEDURAL CARE THROUGH OUTREACH. Journal of Urology, 2015, 193, .	0.4	0
18	MP32-03 TRENDS IN THE DELIVERY OF UROLOGIC PROCEDURAL CARE BY ADVANCED PRACTICE PROVIDERS. Journal of Urology, 2015, 193, .	0.4	1

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19	Trends in Medical Oncology Outreach Clinics in Rural Areas. <i>Journal of Oncology Practice</i> , 2014, 10, e313-e320.	2.5	21
20	Reaching Rural Patients through Otolaryngology Visiting Consultant Clinics. <i>Otolaryngology - Head and Neck Surgery</i> , 2014, 151, 895-898.	1.9	15
21	Improving Access to Urologic Care for Rural Populations Through Outreach Clinics. <i>Urology</i> , 2013, 82, 1272-1276.	1.0	29
22	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
23	The effects of sensitization and habituation in durable goods markets. <i>European Journal of Operational Research</i> , 2011, 212, 398-410.	5.7	5
24	The Effects of Competition on Referral Alliances of Professional Service Firms. <i>Organization Science</i> , 2010, 21, 216-231.	4.5	11
25	A Bayesian Multi-Level Factor Analytic Model of Consumer Price Sensitivities Across Categories. <i>Psychometrika</i> , 2010, 75, 558-578.	2.1	7
26	Cost Stickiness and Core Competency: A Note*. <i>Contemporary Accounting Research</i> , 2008, 25, 993-1006.	3.0	178
27	Understanding Competitive and Contagion Effects of Layoff Announcements. <i>Corporate Reputation Review</i> , 2008, 11, 12-34.	1.7	58
28	An empirical study of B2B migration from traditional stores to the Internet. <i>Journal of Customer Behavior</i> , 2007, 6, 75-92.	0.0	4
29	Consensus and Differences of Opinion in Electronic Prediction Markets. <i>Electronic Markets</i> , 2005, 15, 13-22.	8.1	32
30	Customer Satisfaction, Cash Flow, and Shareholder Value. <i>Journal of Marketing</i> , 2005, 69, 115-130.	11.3	558
31	Reducing Adverse Selection through Customer Relationship Management. <i>Journal of Marketing</i> , 2005, 69, 219-229.	11.3	135
32	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
33	Hospital web sites. <i>Journal of Business Research</i> , 2004, 57, 1021-1025.	10.2	37
34	The Effect of Electronic Markets on Forecasts of New Product Success. <i>Information Systems Frontiers</i> , 2003, 5, 95-105.	6.4	35
35	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
36	Optimal new product positioning: A genetic algorithm approach. <i>European Journal of Operational Research</i> , 2003, 146, 621-633.	5.7	38

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37	Internet Pricing, Price Satisfaction, and Customer Satisfaction. International Journal of Electronic Commerce, 2003, 8, 31-50.	3.0	76
38	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
39	Managerial assessment of potential entrants: Processes and pitfalls. International Journal of Research in Marketing, 2001, 18, 37-51.	4.2	7
40	Marketing mix response to entry in segmented markets. International Journal of Research in Marketing, 2001, 18, 53-66.	4.2	21
41	The technical efficiency of hospitals under a single payer system: the case of Ontario community hospitals. , 2001, 4, 91-101.		30
42	The IEM Movie Box Office Market: Integrating Marketing and Finance Using Electronic Markets. Journal of Marketing Education, 2000, 22, 5-14.	2.4	32
43	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
44	Industrial Pricing: Theory and Managerial Practice. Marketing Science, 1999, 18, 435-454.	4.1	221
45	Corporate Giving Behavior and Decision-Maker Social Consciousness. Journal of Business Ethics, 1999, 19, 375-383.	6.0	156
46	Response to the Comments on "Industrial Pricing: Theory and Managerial Practice". Marketing Science, 1999, 18, 458-459.	4.1	13
47	Exploiting synergy for competitive advantage. Long Range Planning, 1997, 30, 481-611.	4.9	23
48	Convergence across alternative methods for forming strategic groups. Strategic Management Journal, 1997, 18, 745-760.	7.3	85
49	Convergence across alternative methods for forming strategic groups. Strategic Management Journal, 1997, 18, 745-760.	7.3	5
50	Identifying and Comparing Strategic Groups Using Alternative Methods: Method Validation and Group Convergence in a Single Mature Industry. , 1997, , 55-80.		0
51	The Effect of Service Capability on Operating Costs: An Empirical Study of Ontario Hospitals. Contemporary Accounting Research, 1996, 13, 177-207.	3.0	19
52	NICHER: An approach to identifying defensible product positions. European Journal of Operational Research, 1995, 84, 292-309.	5.7	6
53	A Framework for Entry Deterrence Strategy: The Competitive Environment, Choices, and Consequences. Journal of Marketing, 1995, 59, 44.	11.3	38
54	A Framework for Entry Deterrence Strategy: The Competitive Environment, Choices, and Consequences. Journal of Marketing, 1995, 59, 44-55.	11.3	69

#	ARTICLE	IF	CITATIONS
55	The Impact of Marketing on Hospital Performance. Journal of Hospital Marketing and Public Relations, 1994, 8, 87-112.	0.2	4
56	Regulatory change, constraints on adaptation and organizational failure: An empirical analysis of acute care hospitals. Strategic Management Journal, 1994, 15, 345-363.	7.3	39
57	Health Care Clusters in Hospitals. Journal of Hospital Marketing and Public Relations, 1993, 7, 61-76.	0.2	3
58	Department Stores and Detroit:. Journal of Marketing Channels, 1992, 1, 17-30.	0.4	0
59	An Equilibrium Analysis of Defensive Response to Entry Using a Coupled Response Function Model. Marketing Science, 1992, 11, 348-358.	4.1	67
60	Equilibrium Characteristics of Multinomial Logit Market Share Models. Journal of Marketing Research, 1991, 28, 480.	4.8	25
61	Diffstrat: An analytical procedure for generating optimal new product concepts for a differentiated-type strategy. European Journal of Operational Research, 1988, 36, 50-65.	5.7	38