

Jean-Pierre Dube

List of Publications by Year in descending order

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37
papers

3,636
citations

218677

26
h-index

345221

36
g-index

38
all docs

38
docs citations

38
times ranked

1815
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effect of Banner Advertising on Internet Purchasing. Journal of Marketing Research, 2006, 43, 98-108.	4.8	363
2	State dependence and alternative explanations for consumer inertia. RAND Journal of Economics, 2010, 41, 417-445.	2.3	274
3	Empirical Analysis of Indirect Network Effects in the Market for Personal Digital Assistants. Quantitative Marketing and Economics, 2004, 2, 23-58.	1.5	243
4	Multiple Discreteness and Product Differentiation: Demand for Carbonated Soft Drinks. Marketing Science, 2004, 23, 66-81.	4.1	230
5	An Empirical Model of Advertising Dynamics. Quantitative Marketing and Economics, 2005, 3, 107-144.	1.5	227
6	Food Deserts and the Causes of Nutritional Inequality*. Quarterly Journal of Economics, 2019, 134, 1793-1844.	8.6	212
7	Do Switching Costs Make Markets Less Competitive?. Journal of Marketing Research, 2009, 46, 435-445.	4.8	208
8	Improving the Numerical Performance of Static and Dynamic Aggregate Discrete Choice Random Coefficients Demand Estimation. Econometrica, 2012, 80, 2231-2267.	4.2	189
9	Own-Brand and Cross-Brand Retail Pass-Through. Marketing Science, 2005, 24, 123-137.	4.1	185
10	Competitive Price Discrimination Strategies in a Vertical Channel Using Aggregate Retail Data. Management Science, 2003, 49, 1121-1138.	4.1	153
11	Do Pharmacists Buy Bayer? Informed Shoppers and the Brand Premium *. Quarterly Journal of Economics, 2015, 130, 1669-1726.	8.6	138
12	Balancing Profitability and Customer Welfare in a Supermarket Chain. Quantitative Marketing and Economics, 2003, 1, 111-147.	1.5	117
13	Competitive Price Targeting with Smartphone Coupons. Marketing Science, 2017, 36, 944-975.	4.1	113
14	Beyond the Endogeneity Bias: The Effect of Unmeasured Brand Characteristics on Household-Level Brand Choice Models. Management Science, 2005, 51, 832-849.	4.1	97
15	Consumer Packaged Goods in the United States: National Brands, Local Branding. Journal of Marketing Research, 2007, 44, 4-13.	4.8	86
16	Category Pricing with State-Dependent Utility. Marketing Science, 2008, 27, 417-429.	4.1	78
17	Differences in Dynamic Brand Competition Across Markets: An Empirical Analysis. Marketing Science, 2005, 24, 81-95.	4.1	73
18	Self-Signaling and Prosocial Behavior: A Cause Marketing Experiment. Marketing Science, 2017, 36, 161-186.	4.1	70

#	ARTICLE	IF	CITATIONS
19	Do Digital Video Recorders Influence Sales?. Journal of Marketing Research, 2010, 47, 998-1010.	4.8	68
20	Income and Wealth Effects on Private-Label Demand: Evidence from the Great Recession. Marketing Science, 2018, 37, 22-53.	4.1	63
21	Accounting for Primary and Secondary Demand Effects with Aggregate Data. Marketing Science, 2005, 24, 444-460.	4.1	54
22	Structural Applications of the Discrete Choice Model. Marketing Letters, 2002, 13, 207-220.	2.9	49
23	Estimating a Stockkeeping-Unit-Level Brand Choice Model that Combines Household Panel Data and Store Data. Journal of Marketing Research, 2005, 42, 368-379.	4.8	47
24	Product Differentiation and Mergers in the Carbonated Soft Drink Industry. Journal of Economics and Management Strategy, 2005, 14, 879-904.	0.8	46
25	The Joint identification of utility and discount functions from stated choice data: An application to durable goods adoption. Quantitative Marketing and Economics, 2014, 12, 331-377.	1.5	44
26	Cross-Brand Pass-Through in Supermarket Pricing. Marketing Science, 2008, 27, 324-333.	4.1	39
27	Frontiers: The Persuasive Effect of Fox News: Noncompliance with Social Distancing During the COVID-19 Pandemic. Marketing Science, 2022, 41, 230-242.	4.1	30
28	Consumer Misinformation and the Brand Premium: A Private Label Blind Taste Test. Marketing Science, 2020, 39, 382-406.	4.1	29
29	The Formation of Consumer Brand Preferences. Annual Review of Economics, 2017, 9, 353-382.	5.5	27
30	Recent Advances in Structural Econometric Modeling: Dynamics, Product Positioning and Entry. Marketing Letters, 2005, 16, 209-224.	2.9	24
31	The Prominence Effect in Shanghai Apartment Prices. Journal of Marketing Research, 2008, 45, 133-144.	4.8	14
32	State-Dependent Demand Estimation with Initial Conditions Correction. Journal of Marketing Research, 2020, 57, 789-809.	4.8	13
33	The economics of brands and branding. Handbook of Economics Marketing, 2019, , 291-358.	0.1	10
34	Microeconomic models of consumer demand. Handbook of Economics Marketing, 2019, 1, 1-68.	0.1	7
35	Random-Coefficients Logit Demand Estimation with Zero-Valued Market Shares. Marketing Science, 2021, 40, 637-660.	4.1	6
36	Foreword â€”Revisiting the Workshop on Quantitative Marketing and Structural Econometrics. Marketing Science, 2011, 30, 945-949.	4.1	1

#	ARTICLE	IF	CITATIONS
37	Millennials and the Takeoff of Craft Brands: Preference Formation in the U.S. Beer Industry. Marketing Science, 2022, 41, 710-732.	4.1	0