

Jean-Pierre Dube

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5501092/publications.pdf>

Version: 2024-02-01

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	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
2	Millennials and the Takeoff of Craft Brands: Preference Formation in the U.S. Beer Industry. Marketing Science, 2022, 41, 710-732.	4.1	0
3	Random-Coefficients Logit Demand Estimation with Zero-Valued Market Shares. Marketing Science, 2021, 40, 637-660.	4.1	6
4	State-Dependent Demand Estimation with Initial Conditions Correction. Journal of Marketing Research, 2020, 57, 789-809.	4.8	13
5	Consumer Misinformation and the Brand Premium: A Private Label Blind Taste Test. Marketing Science, 2020, 39, 382-406.	4.1	29
6	Microeconomic models of consumer demand. Handbook of Economics Marketing, 2019, 1, 1-68.	0.1	7
7	The economics of brands and branding. Handbook of Economics Marketing, 2019, , 291-358.	0.1	10
8	Food Deserts and the Causes of Nutritional Inequality*. Quarterly Journal of Economics, 2019, 134, 1793-1844.	8.6	212
9	Income and Wealth Effects on Private-Label Demand: Evidence from the Great Recession. Marketing Science, 2018, 37, 22-53.	4.1	63
10	Self-Signaling and Prosocial Behavior: A Cause Marketing Experiment. Marketing Science, 2017, 36, 161-186.	4.1	70
11	The Formation of Consumer Brand Preferences. Annual Review of Economics, 2017, 9, 353-382.	5.5	27
12	Competitive Price Targeting with Smartphone Coupons. Marketing Science, 2017, 36, 944-975.	4.1	113
13	Do Pharmacists Buy Bayer? Informed Shoppers and the Brand Premium *. Quarterly Journal of Economics, 2015, 130, 1669-1726.	8.6	138
14	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
15	Improving the Numerical Performance of Static and Dynamic Aggregate Discrete Choice Random Coefficients Demand Estimation. Econometrica, 2012, 80, 2231-2267.	4.2	189
16	Foreword â€”Revisiting the Workshop on Quantitative Marketing and Structural Econometrics. Marketing Science, 2011, 30, 945-949.	4.1	1
17	Do Digital Video Recorders Influence Sales?. Journal of Marketing Research, 2010, 47, 998-1010.	4.8	68
18	State dependence and alternative explanations for consumer inertia. RAND Journal of Economics, 2010, 41, 417-445.	2.3	274

#	ARTICLE	IF	CITATIONS
19	Do Switching Costs Make Markets Less Competitive?. <i>Journal of Marketing Research</i> , 2009, 46, 435-445.	4.8	208
20	The Prominence Effect in Shanghai Apartment Prices. <i>Journal of Marketing Research</i> , 2008, 45, 133-144.	4.8	14
21	Category Pricing with State-Dependent Utility. <i>Marketing Science</i> , 2008, 27, 417-429.	4.1	78
22	Cross-Brand Pass-Through in Supermarket Pricing. <i>Marketing Science</i> , 2008, 27, 324-333.	4.1	39
23	Consumer Packaged Goods in the United States: National Brands, Local Branding. <i>Journal of Marketing Research</i> , 2007, 44, 4-13.	4.8	86
24	The Effect of Banner Advertising on Internet Purchasing. <i>Journal of Marketing Research</i> , 2006, 43, 98-108.	4.8	363
25	Estimating a Stockkeeping-Unit-Level Brand Choice Model that Combines Household Panel Data and Store Data. <i>Journal of Marketing Research</i> , 2005, 42, 368-379.	4.8	47
26	Own-Brand and Cross-Brand Retail Pass-Through. <i>Marketing Science</i> , 2005, 24, 123-137.	4.1	185
27	Accounting for Primary and Secondary Demand Effects with Aggregate Data. <i>Marketing Science</i> , 2005, 24, 444-460.	4.1	54
28	Product Differentiation and Mergers in the Carbonated Soft Drink Industry. <i>Journal of Economics and Management Strategy</i> , 2005, 14, 879-904.	0.8	46
29	Recent Advances in Structural Econometric Modeling: Dynamics, Product Positioning and Entry. <i>Marketing Letters</i> , 2005, 16, 209-224.	2.9	24
30	An Empirical Model of Advertising Dynamics. <i>Quantitative Marketing and Economics</i> , 2005, 3, 107-144.	1.5	227
31	Differences in Dynamic Brand Competition Across Markets: An Empirical Analysis. <i>Marketing Science</i> , 2005, 24, 81-95.	4.1	73
32	Beyond the Endogeneity Bias: The Effect of Unmeasured Brand Characteristics on Household-Level Brand Choice Models. <i>Management Science</i> , 2005, 51, 832-849.	4.1	97
33	Empirical Analysis of Indirect Network Effects in the Market for Personal Digital Assistants. <i>Quantitative Marketing and Economics</i> , 2004, 2, 23-58.	1.5	243
34	Multiple Discreteness and Product Differentiation: Demand for Carbonated Soft Drinks. <i>Marketing Science</i> , 2004, 23, 66-81.	4.1	230
35	Balancing Profitability and Customer Welfare in a Supermarket Chain. <i>Quantitative Marketing and Economics</i> , 2003, 1, 111-147.	1.5	117
36	Competitive Price Discrimination Strategies in a Vertical Channel Using Aggregate Retail Data. <i>Management Science</i> , 2003, 49, 1121-1138.	4.1	153

#	ARTICLE	IF	CITATIONS
37	Structural Applications of the Discrete Choice Model. Marketing Letters, 2002, 13, 207-220.	2.9	49