

Marc Fischer

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6708045/publications.pdf>

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15
papers

735
citations

840776

11
h-index

1058476

14
g-index

15
all docs

15
docs citations

15
times ranked

526
citing authors

#	ARTICLE	IF	CITATIONS
1	How Important Are Brands? A Cross-Category, Cross-Country Study. <i>Journal of Marketing Research</i> , 2010, 47, 823-839.	4.8	184
2	Marketing's Impact on Firm Value: Generalizations from a Meta-Analysis. <i>Journal of Marketing Research</i> , 2016, 53, 515-534.	4.8	109
3	Practice Prize Winner "Dynamic Marketing Budget Allocation Across Countries, Products, and Marketing Activities. <i>Marketing Science</i> , 2011, 30, 568-585.	4.1	94
4	Patient-or Physician-Oriented Marketing: What Drives Primary Demand for Prescription Drugs?. <i>Journal of Marketing Research</i> , 2010, 47, 103-121.	4.8	85
5	Skimming or Penetration? Strategic Dynamic Pricing for New Products. <i>Marketing Science</i> , 2015, 34, 235-249.	4.1	51
6	When Does Corporate Social Irresponsibility Become News? Evidence from More Than 1,000 Brand Transgressions Across Five Countries. <i>Journal of Marketing</i> , 2020, 84, 46-67.	11.3	50
7	The financial brand value chain: How brand investments contribute to the financial health of firms. <i>International Journal of Research in Marketing</i> , 2017, 34, 137-153.	4.2	44
8	Drivers of peak sales for pharmaceutical brands. <i>Quantitative Marketing and Economics</i> , 2010, 8, 429-460.	1.5	31
9	Drivers of the cost of capital: The joint role of non-financial metrics. <i>International Journal of Research in Marketing</i> , 2014, 31, 224-238.	4.2	31
10	Empirical generalizations of demand and supply dynamics for movies. <i>International Journal of Research in Marketing</i> , 2014, 31, 207-223.	4.2	30
11	Brand Performance Volatility from Marketing Spending. <i>Management Science</i> , 2016, 62, 197-215.	4.1	13
12	Drivers of B2B Brand Strength " Insights from an International Study Across Industries. <i>Schmalenbach Business Review</i> , 2015, 67, 114-137.	0.9	6
13	Practice Prize Paper "Managing Advertising Campaigns for New Product Launches: An Application at Mercedes-Benz. <i>Marketing Science</i> , 2019, 38, 343-359.	4.1	4
14	Managing Global Brand Investments at DHL. <i>Interfaces</i> , 2011, 41, 35-50.	1.5	3
15	Treiber von B-to-B-Marken " Ergebnisse einer internationalen und branchenübergreifenden Studie. , 2018, , 89-107.		0