

J Miguel Villas-Boas

List of Publications by Year in descending order

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Version: 2024-02-01

45
papers

4,012
citations

218677

26
h-index

330143

37
g-index

45
all docs

45
docs citations

45
times ranked

1717
citing authors

#	ARTICLE	IF	CITATIONS
1	Endogeneity in Brand Choice Models. Management Science, 1999, 45, 1324-1338.	4.1	412
2	The Targeting of Advertising. Marketing Science, 2005, 24, 461-476.	4.1	394
3	A Bargaining Theory of Distribution Channels. Journal of Marketing Research, 2003, 40, 80-100.	4.8	316
4	Dynamic Competition with Customer Recognition. RAND Journal of Economics, 1999, 30, 604.	2.3	291
5	Product Line Design for a Distribution Channel. Marketing Science, 1998, 17, 156-169.	4.1	234
6	When More Alternatives Lead to Less Choice. Marketing Science, 2010, 29, 507-524.	4.1	226
7	Price Cycles in Markets with Customer Recognition. RAND Journal of Economics, 2004, 35, 486.	2.3	201
8	Chapter 7 Behavior-Based Price Discrimination and Customer Recognition. Handbooks in Information Systems, 2006, , 377-436.	0.5	192
9	Consumer Learning, Brand Loyalty, and Competition. Marketing Science, 2004, 23, 134-145.	4.1	179
10	Optimal Search for Product Information. Management Science, 2012, 58, 2037-2056.	4.1	146
11	Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace. Journal of Marketing Research, 2005, 42, 83-95.	4.8	137
12	Communication Strategies and Product Line Design. Marketing Science, 2004, 23, 304-316.	4.1	110
13	Oligopoly with Asymmetric Information: Differentiation in Credit Markets. RAND Journal of Economics, 1999, 30, 375.	2.3	103
14	Search for Information on Multiple Products. Management Science, 2016, 62, 3576-3603.	4.1	99
15	A Theory of Forward Buying, Merchandising, and Trade Deals. Marketing Science, 1996, 15, 21-37.	4.1	88
16	Bertrand Supertraps. Management Science, 2005, 51, 599-613.	4.1	85
17	Predicting Advertising Pulsing Policies in an Oligopoly: A Model and Empirical Test. Marketing Science, 1993, 12, 88-102.	4.1	81
18	Price Promotions and Trade Deals with Multiproduct Retailers. Management Science, 1998, 44, 935-949.	4.1	81

#	ARTICLE	IF	CITATIONS
19	Too Much Information? Information Provision and Search Costs. Marketing Science, 2016, 35, 605-618.	4.1	79
20	Dynamic Competition with Experience Goods. Journal of Economics and Management Strategy, 2006, 15, 37-66.	0.8	71
21	Product Variety and Endogenous Pricing with Evaluation Costs. Management Science, 2009, 55, 1338-1346.	4.1	66
22	Models of Competitive Price Promotions: Some Empirical Evidence from the Coffee and Saltine Crackers Markets. Journal of Economics and Management Strategy, 1995, 4, 85-107.	0.8	61
23	Behavior-Based Advertising. Management Science, 2018, 64, 2047-2064.	4.1	48
24	Optimal learning before choice. Journal of Economic Theory, 2019, 180, 383-437.	1.1	47
25	<scp>Consumer Stockpiling and Price Competition in Differentiated Markets</scp>. Journal of Economics and Management Strategy, 2007, 16, 827-858.	0.8	39
26	A short survey on switching costs and dynamic competition. International Journal of Research in Marketing, 2015, 32, 219-222.	4.2	37
27	Strategic Entry Before Demand Takes Off. Management Science, 2010, 56, 1259-1271.	4.1	32
28	Endogeneity and Individual Consumer Choice. Journal of Marketing Research, 2008, 45, 702-714.	4.8	30
29	Learning, Forgetting, and Sales. Management Science, 2008, 54, 1951-1960.	4.1	27
30	Competitive product lines with quality constraints. Quantitative Marketing and Economics, 2008, 6, 1-16.	1.5	23
31	Exclusive Dealing and Price Promotions. The Journal of Business, 1996, 69, 159.	2.1	17
32	A Dynamic Model of Repositioning. Marketing Science, 2018, 37, 279-293.	4.1	14
33	A Dynamic Model of Optimal Retargeting. Marketing Science, 2021, 40, 428-458.	4.1	9
34	Repeated Interaction in Teams: Tenure and Performance. Management Science, 2020, 66, 1496-1507.	4.1	7
35	Renegotiation and Collusion in Organizations. Journal of Economics and Management Strategy, 2000, 9, 453-483.	0.8	6
36	Optimal Learning Before Choice. SSRN Electronic Journal, 0, , .	0.4	5

#	ARTICLE	IF	CITATIONS
37	Following the Customers: Dynamic Competitive Repositioning. Management Science, 0, , .	4.1	5
38	Dynamic duopolies with non-convex adjustment costs. Economics Letters, 1992, 39, 391-394.	1.9	4
39	A Short Survey on Switching Costs and Dynamic Competition. SSRN Electronic Journal, 0, , .	0.4	4
40	The Performance Measurement Trap. Marketing Science, 2019, 38, 68-87.	4.1	3
41	Too Much Information? Information Provision and Search Costs. SSRN Electronic Journal, 0, , .	0.4	2
42	Browse or Experience. SSRN Electronic Journal, 0, , .	0.4	1
43	Parallel Search for Information. SSRN Electronic Journal, 0, , .	0.4	0
44	Following the Customers: Dynamic Competitive Repositioning. SSRN Electronic Journal, 0, , .	0.4	0
45	Parallel Search for Information in Continuous Time”Optimal Stopping and Geometry of the PDE. Applied Mathematics and Optimization, 2022, 85, 1.	1.6	0