

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

218592

26
h-index

330025

37
g-index

45
all docs

45
docs citations

45
times ranked

1717
citing authors

#	ARTICLE	IF	CITATIONS
1	Endogeneity in Brand Choice Models. <i>Management Science</i> , 1999, 45, 1324-1338.	2.4	412
2	The Targeting of Advertising. <i>Marketing Science</i> , 2005, 24, 461-476.	2.7	394
3	A Bargaining Theory of Distribution Channels. <i>Journal of Marketing Research</i> , 2003, 40, 80-100.	3.0	316
4	Dynamic Competition with Customer Recognition. <i>RAND Journal of Economics</i> , 1999, 30, 604.	1.3	291
5	Product Line Design for a Distribution Channel. <i>Marketing Science</i> , 1998, 17, 156-169.	2.7	234
6	When More Alternatives Lead to Less Choice. <i>Marketing Science</i> , 2010, 29, 507-524.	2.7	226
7	Price Cycles in Markets with Customer Recognition. <i>RAND Journal of Economics</i> , 2004, 35, 486.	1.3	201
8	Chapter 7 Behavior-Based Price Discrimination and Customer Recognition. <i>Handbooks in Information Systems</i> , 2006, , 377-436.	0.5	192
9	Consumer Learning, Brand Loyalty, and Competition. <i>Marketing Science</i> , 2004, 23, 134-145.	2.7	179
10	Optimal Search for Product Information. <i>Management Science</i> , 2012, 58, 2037-2056.	2.4	146
11	Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace. <i>Journal of Marketing Research</i> , 2005, 42, 83-95.	3.0	137
12	Communication Strategies and Product Line Design. <i>Marketing Science</i> , 2004, 23, 304-316.	2.7	110
13	Oligopoly with Asymmetric Information: Differentiation in Credit Markets. <i>RAND Journal of Economics</i> , 1999, 30, 375.	1.3	103
14	Search for Information on Multiple Products. <i>Management Science</i> , 2016, 62, 3576-3603.	2.4	99
15	A Theory of Forward Buying, Merchandising, and Trade Deals. <i>Marketing Science</i> , 1996, 15, 21-37.	2.7	88
16	Bertrand Supertraps. <i>Management Science</i> , 2005, 51, 599-613.	2.4	85
17	Predicting Advertising Pulsing Policies in an Oligopoly: A Model and Empirical Test. <i>Marketing Science</i> , 1993, 12, 88-102.	2.7	81
18	Price Promotions and Trade Deals with Multiproduct Retailers. <i>Management Science</i> , 1998, 44, 935-949.	2.4	81

#	ARTICLE	IF	CITATIONS
19	Too Much Information? Information Provision and Search Costs. <i>Marketing Science</i> , 2016, 35, 605-618.	2.7	79
20	Dynamic Competition with Experience Goods. <i>Journal of Economics and Management Strategy</i> , 2006, 15, 37-66.	0.4	71
21	Product Variety and Endogenous Pricing with Evaluation Costs. <i>Management Science</i> , 2009, 55, 1338-1346.	2.4	66
22	Models of Competitive Price Promotions: Some Empirical Evidence from the Coffee and Saltine Crackers Markets. <i>Journal of Economics and Management Strategy</i> , 1995, 4, 85-107.	0.4	61
23	Behavior-Based Advertising. <i>Management Science</i> , 2018, 64, 2047-2064.	2.4	48
24	Optimal learning before choice. <i>Journal of Economic Theory</i> , 2019, 180, 383-437.	0.5	47
25	<scp>Consumer Stockpiling and Price Competition in Differentiated Markets</scp>. <i>Journal of Economics and Management Strategy</i> , 2007, 16, 827-858.	0.4	39
26	A short survey on switching costs and dynamic competition. <i>International Journal of Research in Marketing</i> , 2015, 32, 219-222.	2.4	37
27	Strategic Entry Before Demand Takes Off. <i>Management Science</i> , 2010, 56, 1259-1271.	2.4	32
28	Endogeneity and Individual Consumer Choice. <i>Journal of Marketing Research</i> , 2008, 45, 702-714.	3.0	30
29	Learning, Forgetting, and Sales. <i>Management Science</i> , 2008, 54, 1951-1960.	2.4	27
30	Competitive product lines with quality constraints. <i>Quantitative Marketing and Economics</i> , 2008, 6, 1-16.	0.7	23
31	Exclusive Dealing and Price Promotions. <i>The Journal of Business</i> , 1996, 69, 159.	2.1	17
32	A Dynamic Model of Repositioning. <i>Marketing Science</i> , 2018, 37, 279-293.	2.7	14
33	A Dynamic Model of Optimal Retargeting. <i>Marketing Science</i> , 2021, 40, 428-458.	2.7	9
34	Repeated Interaction in Teams: Tenure and Performance. <i>Management Science</i> , 2020, 66, 1496-1507.	2.4	7
35	Renegotiation and Collusion in Organizations. <i>Journal of Economics and Management Strategy</i> , 2000, 9, 453-483.	0.4	6
36	Optimal Learning Before Choice. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5

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37	Following the Customers: Dynamic Competitive Repositioning. Management Science, 0, , .	2.4	5
38	Dynamic duopolies with non-convex adjustment costs. Economics Letters, 1992, 39, 391-394.	0.9	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.	2.7	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.	0.8	0