

Harald J Van Heerde

List of Publications by Year in descending order

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Version: 2024-02-01

55
papers

5,235
citations

109321

35
h-index

161849

54
g-index

56
all docs

56
docs citations

56
times ranked

2872
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 1 | New Empirical Generalizations on the Determinants of Price Elasticity. <i>Journal of Marketing Research</i> , 2005, 42, 141-156. | 4.8 | 341 |
| 2 | Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self-selecting members. <i>International Journal of Research in Marketing</i> , 2007, 24, 31-47. | 4.2 | 337 |
| 3 | The Impact of a Product-Harm Crisis on Marketing Effectiveness. <i>Marketing Science</i> , 2007, 26, 230-245. | 4.1 | 308 |
| 4 | What Makes Consumers Willing to Pay a Price Premium for National Brands over Private Labels?. <i>Journal of Marketing Research</i> , 2010, 47, 1011-1024. | 4.8 | 285 |
| 5 | Brand Buzz in the Echoverse. <i>Journal of Marketing</i> , 2016, 80, 1-24. | 11.3 | 224 |
| 6 | The Long-Term Effect of Marketing Strategy on Brand Sales. <i>Journal of Marketing Research</i> , 2010, 47, 866-882. | 4.8 | 223 |
| 7 | Rising from the Ashes: How Brands and Categories Can Overcome Product-Harm Crises. <i>Journal of Marketing</i> , 2013, 77, 58-77. | 11.3 | 216 |
| 8 | Decomposing the Sales Promotion Bump with Store Data. <i>Marketing Science</i> , 2004, 23, 317-334. | 4.1 | 203 |
| 9 | Is 75% of the Sales Promotion Bump Due to Brand Switching? No, Only 33% Is. <i>Journal of Marketing Research</i> , 2003, 40, 481-491. | 4.8 | 199 |
| 10 | How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?. <i>Journal of Marketing</i> , 2017, 81, 1-20. | 11.3 | 182 |
| 11 | The Estimation of Pre- and Postpromotion Dips with Store-Level Scanner Data. <i>Journal of Marketing Research</i> , 2000, 37, 383-395. | 4.8 | 177 |
| 12 | Price and Advertising Effectiveness over the Business Cycle. <i>Journal of Marketing Research</i> , 2013, 50, 177-193. | 4.8 | 155 |
| 13 | Addressing Endogeneity in Marketing Models. <i>International Series in Quantitative Marketing</i> , 2017, , 581-627. | 0.5 | 144 |
| 14 | Winners and Losers in a Major Price War. <i>Journal of Marketing Research</i> , 2008, 45, 499-518. | 4.8 | 143 |
| 15 | Marketing research on product-harm crises: a review, managerial implications, and an agenda for future research. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 593-615. | 11.2 | 133 |
| 16 | Semiparametric Analysis to Estimate the Deal Effect Curve. <i>Journal of Marketing Research</i> , 2001, 38, 197-215. | 4.8 | 129 |
| 17 | <i>JM</i> as a Marketplace of Ideas. <i>Journal of Marketing</i> , 2019, 83, 1-7. | 11.3 | 124 |
| 18 | Building Brands. <i>Marketing Science</i> , 2008, 27, 1036-1054. | 4.1 | 119 |

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 19 | The Dynamic Effect of Innovation on Market Structure. <i>Journal of Marketing Research</i> , 2004, 41, 166-183. | 4.8 | 113 |
| 20 | The Challenge of Retaining Customers Acquired with Free Trials. <i>Journal of Marketing Research</i> , 2015, 52, 217-234. | 4.8 | 112 |
| 21 | Incorporating Context Effects into a Choice Model. <i>Journal of Marketing Research</i> , 2011, 48, 767-780. | 4.8 | 108 |
| 22 | The Dynamic Interplay between Recorded Music and Live Concerts: The Role of Piracy, Unbundling, and Artist Characteristics. <i>Journal of Marketing</i> , 2017, 81, 67-87. | 11.3 | 86 |
| 23 | The Sense and Non-Sense of Holdout Sample Validation in the Presence of Endogeneity. <i>Marketing Science</i> , 2011, 30, 1115-1122. | 4.1 | 82 |
| 24 | Losses Loom <i><i>Longer</i></i> than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time. <i>Journal of Marketing Research</i> , 2015, 52, 642-656. | 4.8 | 76 |
| 25 | Decomposing the Promotional Revenue Bump for Loyalty Program Members versus Nonmembers. <i>Journal of Marketing Research</i> , 2005, 42, 443-457. | 4.8 | 75 |
| 26 | The impact of pre- and post-launch publicity and advertising on new product sales. <i>International Journal of Research in Marketing</i> , 2015, 32, 408-417. | 4.2 | 74 |
| 27 | Engaging the unengaged customer: The value of a retailer mobile app. <i>International Journal of Research in Marketing</i> , 2019, 36, 420-438. | 4.2 | 70 |
| 28 | Optimizing Retail Assortments. <i>Marketing Science</i> , 2013, 32, 699-715. | 4.1 | 69 |
| 29 | Reality Check: Infusing Ecological Value into Academic Marketing Research. <i>Journal of Marketing</i> , 2021, 85, 1-13. | 11.3 | 68 |
| 30 | Creating lift versus building the base: Current trends in marketing dynamics. <i>International Journal of Research in Marketing</i> , 2009, 26, 13-20. | 4.2 | 65 |
| 31 | Challenging the Boundaries of Marketing. <i>Journal of Marketing</i> , 2019, 83, 1-4. | 11.3 | 59 |
| 32 | How Promotions Work: SCAN*PRO-Based Evolutionary Model Building. <i>Schmalenbach Business Review</i> , 2002, 54, 198-220. | 0.9 | 57 |
| 33 | Marketing Models and the Lucas Critique. <i>Journal of Marketing Research</i> , 2005, 42, 15-21. | 4.8 | 55 |
| 34 | Estimating Cannibalization Rates for Pioneering Innovations. <i>Marketing Science</i> , 2010, 29, 1024-1039. | 4.1 | 53 |
| 35 | Promotion Dynamics. <i>Foundations and Trends in Marketing</i> , 2009, 3, 177-268. | 1.1 | 40 |
| 36 | Fanning the Flames? how Media Coverage of a Price War Affects Retailers, Consumers, and Investors. <i>Journal of Marketing Research</i> , 2015, 52, 674-693. | 4.8 | 33 |

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|----|--|------|-----------|
| 37 | Consumer Packaged Goods in France: National Brands, Regional Chains, and Local Branding. <i>Journal of Marketing Research</i> , 2007, 44, 14-20. | 4.8 | 29 |
| 38 | Similarity-Based Spatial Methods to Estimate Shelf Space Elasticities. <i>Quantitative Marketing and Economics</i> , 2004, 2, 257-277. | 1.5 | 26 |
| 39 | Delusion in Attribution: Caveats in Using Attribution for Multimedia Budget Allocation. <i>Journal of Marketing Research</i> , 2018, 55, 667-685. | 4.8 | 26 |
| 40 | Robust optimization of the 0-1 knapsack problem: Balancing risk and return in assortment optimization. <i>European Journal of Operational Research</i> , 2016, 250, 842-854. | 5.7 | 25 |
| 41 | Leveraging Brand Equity for Effective Visual Product Design. <i>Journal of Marketing Research</i> , 2020, 57, 257-277. | 4.8 | 23 |
| 42 | Sales Promotion Models. <i>Profiles in Operations Research</i> , 2008, , 107-162. | 0.4 | 23 |
| 43 | Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in 14 Indo-Pacific Rim Economies. <i>Journal of Marketing Research</i> , 2022, 59, 251-270. | 4.8 | 22 |
| 44 | Sales Promotion Models. <i>Profiles in Operations Research</i> , 2017, , 13-77. | 0.4 | 21 |
| 45 | Return on Roller Coasters: A Model to Guide Investments in Theme Park Attractions. <i>Marketing Science</i> , 2010, 29, 721-737. | 4.1 | 20 |
| 46 | Building and leveraging sports brands: evidence from 50 years of German professional soccer. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 591-611. | 11.2 | 20 |
| 47 | Analysing the motivations of Japanese international sports-fan tourists. <i>European Sport Management Quarterly</i> , 2016, 16, 487-501. | 3.8 | 16 |
| 48 | Marketing Budget Allocation Across Countries: The Role of International Business Cycles. <i>Marketing Science</i> , 2017, 36, 792-809. | 4.1 | 14 |
| 49 | The Impact of the Business Cycle on Service Providers. <i>Journal of Service Research</i> , 2016, 19, 22-38. | 12.2 | 12 |
| 50 | Consideration sets, intentions and the inclusion of "don't know" in a two-stage model for voter choice. <i>International Journal of Forecasting</i> , 2005, 21, 53-71. | 6.5 | 9 |
| 51 | The proper interpretation of sales promotion effects: supplement elasticities with absolute sales effects. <i>Applied Stochastic Models in Business and Industry</i> , 2005, 21, 397-402. | 1.5 | 6 |
| 52 | Non- and Semiparametric Regression Models. <i>International Series in Quantitative Marketing</i> , 2017, , 555-579. | 0.5 | 2 |
| 53 | Spotlight Personnel: How Hiring and Turnover Drive Service Performance Versus Demand. <i>Journal of Marketing Research</i> , 2022, 59, 797-820. | 4.8 | 2 |
| 54 | Looking Ahead: ANZMAC's Pivotal Role for Marketing Scholars Downunder. <i>Australasian Marketing Journal</i> , 2023, 31, 196-198. | 5.4 | 2 |

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|----|---|-----|-----------|
| 55 | Rejoinder for the proper interpretation of sales promotion effects: supplement elasticities with absolute sales effects. <i>Applied Stochastic Models in Business and Industry</i> , 2005, 21, 407-408. | 1.5 | 0 |