

# Gregory S Carpenter

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9404637/publications.pdf>

Version: 2024-02-01

11  
papers

2,058  
citations

1040056

9  
h-index

1372567

10  
g-index

11  
all docs

11  
docs citations

11  
times ranked

966  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer Preference Formation and Pioneering Advantage. Journal of Marketing Research, 1989, 26, 285.	4.8	589
2	Consumer Preference Formation and Pioneering Advantage. Journal of Marketing Research, 1989, 26, 285-298.	4.8	547
3	Creating a Market Orientation: A Longitudinal, Multifirm, Grounded Analysis of Cultural Transformation. Journal of Marketing, 2006, 70, 37-55.	11.3	305
4	Creating a Market Orientation: A Longitudinal, Multifirm, Grounded Analysis of Cultural Transformation. Journal of Marketing, 2006, 70, 37-55.	11.3	255
5	Competitive Strategies for Late Entry into a Market with a Dominant Brand. Management Science, 1990, 36, 1268-1278.	4.1	114
6	Disgusted and Afraid: Consumer Choices under the Threat of Contagious Disease. Journal of Consumer Research, 2020, 47, 373-392.	5.1	114
7	Status Games: Market Driving through Social Influence in the U.S. Wine Industry. Journal of Marketing, 2018, 82, 141-159.	11.3	93
8	Impact of Consumer Preference Formation on Marketing Objectives and Competitive Second Mover Strategies. Journal of Consumer Psychology, 1996, 5, 325-358.	4.5	20
9	Market orientation: reflections on field-based, discovery-oriented research. AMS Review, 2017, 7, 13-19.	2.5	17
10	The past, present, and future of marketing strategy. Marketing Letters, 2020, 31, 163-174.	2.9	4
11	Legendary luxury brands: inventing the future by reaching to the past. AMS Review, 0, , 1.	2.5	0