Accepted & Unscheduled Articles

NOTE - Marketing Science is now BI-Monthly

Note: Many of these articles are in copy-editing. Still waiting for final forms from some authors.
Note: Marketing Science maintains a MINIMUM 6 month backlog to insure on-time publication.

Research Note: User Design Of Customized Products
Taylor Randall, Christian Terwiesch, Karl T. Ulrich

Research Note: Wine journalism – marketing or consumers’ guide?
Øyvind Horverak

Wearout Effects of Different Advertising Themes: A Dynamic Bayesian Model of Advertising-Sales Relationship
Frank Bass, Norris Bruce, Sumit Majumdar, B.P.S. Murthi

Greedoid-Based Noncompensatory Inference
Michael Yee, Ely Dahan, John R. Hauser, James Orlin

Retail-Price Drivers and Retailer Profits
Shuba Srinivasan, Koen H. Pauwels

Investigating Consumers’ Purchase Incidence And Brand Choice Decisions Across Multiple Product Categories: A Theoretical And Empirical Analysis
Nitin Mehta

Assessing The Consequences Of A Channel Switch
Xinlei (Jack) Chen, George John, Om Narasimhan

The Effects of Costs and Competition on Slotting Allowances
Dmitri Kuksov, Amit Pazgal

An Assortment-Wide Decision-Support System for Dynamic Pricing and Promotion Planning in DIY Retailing
Martin Natter, Thomas Reutterer, Andreas Mild, Alfred Taudes

Does Demand Fall When Customers Perceive That Prices Are Unfair: The Case Of Premium Pricing for Large Sizes
Embedded Premium Promotion: Why it Works and How to Make it More Effective  
Neeraj Arora, Ty Henderson

The Effect Of Cultural Orientation On Consumer Responses to Personalization  
Thomas Kramer, Suri Spolter-Weisfeld, Maneesh Thakkar

New Product Diffusion with Influentials and Imitators  
Christophe Van den Bulte, Yogesh V. Joshi

Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model  
Eric T. Bradlow, Young-Hoon Park

Mean-Centering Does Not Alleviate Collinearity Problems in Moderated Multiple Regression Models  
Raj Echambadi, James D. Hess

Modeling Page Views Across Multiple Websites With An Application to Internet Reach and Frequency Prediction  
Peter J Danaher

The Impact of a Product-Harm Crisis on Marketing Effectiveness  
Harald J. van Heerde, Kristiaan Helsen and Marnik G. Dekimpe

Mapping the bounds of incoherence: How far can you go and how does it affect your brand?  
Ujwal Kayande, John H. Roberts, Gary L. Lilien, Duncan K. H. Fong

New Product Development Under Channel Acceptance  
Lan Luo, P. K. Kannan, Brian T. Ratchford

Strategic Manufacturer Response to a Dominant Retailer  
Tansev Geylani, Anthony J. Dukes, Kannan Srinivasan

On Managerially Efficient Experimental Designs  
Olivier Toubia, John R. Hauser

The Impact of Survey Participation on Subsequent Customer Behavior: An Empirical Investigation  
Sharad Borle, Utpal M. Dholakia, Siddharth S. Singh and Robert A. Westbrook

Representation and Inference of Lexicographic Preference Models and Their Variants  
Rajeev Kohli, Kamel Jedidi

Cross-brand Pass-through: Fact or Artifact?  
Leigh McAllister

Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits  
Robert W. Palmatier, Srinath Gopalakrishna, Mark B. Houston

A Cross-Category Model of Households’ Incidence and Quantity Decisions  
Rakesh Niraj, V. Padmanabhan, P.B. Seetharaman

Customer Equity and Lifetime Management (CELM) Finnair Case Study
Abderrahim Labbi, Giuliano Tirenni, Cesar Berrospi, Andre Elisseeff, Timir Bhose, Kari Pauro, Seppo Pöyhönen

Investigating Endogeneity Bias in Marketing
Qing Liu, Thomas Otter, Greg M. Allenby

Inter-Brand Variant Overlap: Impact On Brand Preference And Portfolio Profit
Anocha Arbarg, Neeraj Arora

Price Competition in Markets with Consumer Variety Seeking
P.B. Seetharaman, Hai Che

Theoretical Investigation on the Effect of Differential Similarities on Brand Choice Probabilities Based on Elimination-by-Tree Model
Eugene Won

Costly Collusion in Differentiated Industries
Raphael Thomadsen, Ki-Eun Rhee

How Does Free Riding on Customer Service Affect Competition?
Jiwoong Shin

The influence of product variety on brand perception and choice
Jonah Berger, Michaela Draganska, Itamar Simonson

Myopic Marketing Management: Evidence of the Phenomenon and Its Long-Term Performance Consequences in the SEO Context
Natalie Mizik, Robert Jacobson

Performance Regimes and Marketing Policy Shifts
Koen Pauwels, Dominique M. Hanssens

Deconstructing Each Item’s Category Contribution
Kirthi Kalyanam, Sharad Borle, Peter Boatwright

Informing, Transforming, And Persuading: Disentangling The Multiple Effects Of Advertising On Brand Choice Decisions
Nitin Mehta, Xinlei (Jack) Chen, Om Narasimhan

Adaptive Idea Screening Using Consumers
Olivier Toubia, Laurent Florès

Optimal Selling in Dynamic Auctions: Adaptation versus Commitment
Robert Zeithammer

Creativity in Advertising: Modeling Determinants and Effects
Robert E. Smith, Scott B. MacKenzie, Xiaojing Yang, Laura M. Buchholz, William K. Darley

Seeing Through the Heart’s Eye: The Interference of System 1 in System 2
Himanshu Mishra, Arul Mishra, Dhananjay Nayakankuppam

The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Performance
James G. Maxham, III, Richard G. Netemeyer, Donald R. Lichtenstein

Designing Price Contracts for Boundedly Rational Customers: Does the Number of Blocks Matter?
Noah Lim, Teck-Hua Ho

Publish and Prosper: The Financial Impact of Publishing by Marketing Faculty
Vikas Mittal, Lawrence Feick, Feisal Murshed

Does Uncertainty Matter? Consumer Behavior under Three-Part Tariffs
Anja Lambrecht, Katja Seim, Bernd Skiera

A comparison of buyer-determined and price-based multiattributemechanisms
Richard Engelbrecht-Wiggans, Ernan Haruvy, Elena Katok

News Consumption and Media Bias
Yi Xiang and Miklos Sarvary

Can Inaccurate Perceptions in B2B Relationships Be Beneficial?
Joachim Vosgerau, Erin Anderson, William T. Ross, Jr.

The Bright Side Of Supplier Encroachment
Anil Arya, Brian Mittendorf, David E. M. Sappington

The Value of Quality: Stock Market Returns to Reviewed Quality of New Products
Gerard J. Tellis, Joseph Johnson

A Convex Optimization Approach to Modeling Consumer Heterogeneity in Conjoint Estimation
Theodoros Evgeniou, Massimiliano Pontil, Olivier Toubia

Channel Structure with Knowledge Spillovers
Sudheer Gupta

That’s What I Thought I Wanted? Miswanting and Regret for a Standard Good in a Mass Customized World
Niladri Syam, Partha Krishnamurthy, James D. Hess

A Comparison of Within-Household Price Sensitivity across Online and Offline Channels
Junhong Chu, Pradeep Chintagunta, Javier Cebollada

Innovation and the durable goods monopolist: the Optimality of Frequent New-Version Releases
Ramesh Sankaranarayanan

Smoking Cessation: A Model of Planned versus Actual Behavior for Time-inconsistent Consumers
Fernando S. Machado, Rajiv K. Sinha

The Dissociation between Monetary Assessment and Predicted Utility
On Amir, Dan Ariely, Ziv Carmon

Signaling Quality Through Specialization
Ajay Kalra, Shib Li
Innovation and the durable goods monopolist: the Optimality of Frequent New-Version Releases
Ramesh Sankaranarayanan

On the Effects of Consumer Search and Firm Entry in a Multiproduct Competitive Market
Gérard P. Cachon Christian Terwiesch, Yi Xu

Optimal Mechanism for Selling a Set of Commonly-Ranked Objects
Juan Feng

Improving the Efficiency of Course Bidding at Business Schools: Field and Laboratory Studies
Aradhna Krishna, M. Utku Ünver

Commentary on “The value of different customer satisfaction and loyalty metrics in predicting business performance”
Timothy L. Keiningham, Lerzan Aksoy, Bruce Cooil, Tor Wallin Andreassen
† - very minor revisions remaining before official acceptance

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