

2015 Jan-Benedict Steenkamp Award for Long-Term Impact Papers eligible for nomination

(Note: disqualified papers have been excluded from the list)

2000

Volume 17, Issue 1, Pp 1-98 (31 March 2000)

1. *Homeostasis and consumer behavior across cultures*, Philip M. Parker, Nader T. Tavassoli, Pp 33-53

Volume 17, Issues 2-3, Pp 99-254 (September 2000)

Special issue: *Marketing Modeling on the Threshold of the 21st Century*

1. *Building models for marketing decisions: Past, present and future*. Peter S.H. Leeflang, Dick R. Wittink, Pp 105-126
2. *The intersection of modelling potential and practice*, John H Roberts, Pp 127-134
3. *Building models for marketing decisions: Improving empirical procedures*. Roderick J Brodie, Peter J Danaher, Pp 135-139
4. *Comment on Leeflang and Wittink*, Russell S Winer, Pp 141-145
5. *Decision models or descriptive models?*, Andrew S.C. Ehrenberg, Neil R. Barnard, Byron Sharp, Pp 147-158
6. *Broadening the perspective on marketing decision models*, Gerrit H. van Bruggen, Berend Wierenga, Pp 159-168
7. *Impact of types of functional relationships, decisions, and solutions on the applicability of marketing models*, Sönke Albers, Pp 169-175
8. *Improving the external validity of marketing models: A plea for more qualitative input*, Gilles Laurent, Pp 177-182
9. *Time-series models in marketing: Past, present and future*, Marnik G Dekimpe, Dominique M Hanssens, Pp 183-193
10. *Marketing data, models and decisions*, Michel Wedel, Wagner Kamakura, Ulf Böckenholt, Pp 203-208
11. *Commentary on Peter Leeflang and Dick Wittink's "Building models for marketing decisions: Past, present and future"*, Hubert Gatignon, Pp 209-213
12. *Marketing modeling for e-business*, Vijay Mahajan, R. Venkatesh, Pp 215-225
13. *Modeled to bits: Decision models for the digital, networked economy*, Gary L Lilien, Arvind Rangaswamy, Pp 227-235
14. *Models for marketing decisions: Postscriptum*, Peter S.H Leeflang, Dick R Wittink, Pp 237-253

Volume 17, Issue 4, Pp 255-374 (December 2000)

1. *The impact of location factors on the attractiveness and optimal space shares of product categories*, K. Campo, E. Gijsbrechts, T. Goossens, A. Verhetsel, Pp 255-279

2. *Market share response and competitive interaction: The impact of temporary, evolving and structural changes in prices*, Shuba Srinivasan, Peter T.L. Popkowski Leszczyc, Frank M. Bass, Pp 281-305
3. *Combining value and price to make purchase decisions in business markets*, James C Anderson, James B.L Thomson, Finn Wynstra, Pp 307-329
4. *Market information and channel price structure*, Abhik Roy, Pp 331-351
5. *Triad lessons: Generalizing results on high performance firms in five business-to-business markets*, Rohit Deshpandé, John U Farley, Frederick E Webster Jr., Pp 353-362

2001

Volume 18, Issues 1-2, Pp 1-186 (June 2001)

Special Issue: Competition and Marketing

1. *The impact of altruism and envy on competitive behavior and satisfaction*, Donald R Lehmann, Pp 5-17
2. *Perspectives on joint competitive advantages in buyer–supplier relationships*, Sandy D Jap, Pp 19-35
3. *Managerial assessment of potential entrants: Processes and pitfalls*, Bruce R. Klemz, Thomas S. Gruca, Pp 37-51
4. *Marketing mix response to entry in segmented markets*, Thomas S Gruca, D Sudharshan, K. Ravi Kumar, Pp 53-66
5. *The impact of business objectives and the time horizon of performance evaluation on pricing behavior*, Sev K Keil, David Reibstein, Dick R Wittink, Pp 67-81
6. *Toward an understanding of price wars: Their nature and how they erupt*, Oliver P Heil, Kristiaan Helsen, Pp 83-98
7. *The effect of individual learning on competitive decision-making and firm performance*, Alan J Malter, Peter R Dickson, Pp 99-117
8. *Explaining competitive reaction effects*, Peter S.H. Leeflang, Dick R. Wittink, Pp 119-137
9. *The analysis of price competition between corporate brands*, Lutz Hildebrandt, Daniel Klapper, Pp 139-159
10. *Structural analysis of competitive behavior: New Empirical Industrial Organization methods in marketing*, Vrinda Kadiyali, K. Sudhir, Vithala R. Rao, Pp 161-186

Volume 18, Issue 3, Pp 187-296 (September 2001)

1. *Category structure, brand recall, and choice*, Prakash Nedungadi, Amitava Chattopadhyay, A.V Muthukrishnan, Pp 191-202
2. *Modeling the impact of product preannouncements in the context of indirect network externalities*, Emmanuelle Le Nagard-Assayag, Delphine Manceau, Pp 203-219
3. *Effects of market orientation on the behaviors of salespersons and purchasers, channel relationships, and performance of manufacturers*, Fred Langerak, Pp 221-234

4. *Do international entry decisions of retail chains matter in the long run?* Katrijn Gielens, Marnik G Dekimpe, Pp 235-259
5. *Key antecedents to “export” market-oriented behaviors: a cross-national empirical examination*, John W Cadogan, Nicola J Paul, Risto T Salminen, Kaisu Puumalainen, Sanna Sundqvist, Pp 261-282

Volume 18, Issue 4, Pp 297-364 (December 2001)

1. *The influence of firm predispositions on interfirm relationship formation in business markets*, Jean L Johnson, Ravipreet S Sohi, Pp 299-318
2. *Household preference revisions and decision making: The role of disconfirmation*, Jonathan D. Bohlmann, William J. Qualls, Pp 319-339
3. *Macro-economic determinants of consumer price knowledge: A meta-analysis of four decades of research*, Hooman Estelami, Donald R. Lehmann, Alfred C. Holden, Pp 341-355

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2002

Volume 19, Issue 1, Pp 1-114 (March 2002)

1. *The impact of brand credibility on consumer price sensitivity*, Tülin Erdem, Joffre Swait, Jordan Louviere. Pp 1-19
2. *Entry strategy for radical product innovations: A conceptual model and propositional inventory*, Elisa Montaguti, Sabine Kuester, Thomas S Robertson, Pp 21-42
3. *Customer evaluations of after-sales service contact modes: An empirical analysis of national culture's consequences*, Marcel van Birgelen, Ko de Ruyter, Ad de Jong, Martin Wetzels, Pp 43-64
4. *Identifying segments with identical choice behaviors across product categories: An Intercategory Logit Mixture model*, Rick L. Andrews, Imran S. Currim, Pp 65-79
5. *Market statistics for the Dirichlet model: Using the Juster scale to replace panel data*, Malcolm Wright, Anne Sharp, Byron Sharp, Pp 81-90
6. *A note on modeling consumer reactions to a crisis: The case of the mad cow disease*, Joost M.E. Pennings, Brian Wansink, Matthew T.G. Meulenberg, Pp 91-100

Volume 19, Issue 2, Pp 115-180 (June 2002)

1. *Auction or agent (or both)? A study of moderators of the herding bias in digital auctions*, Utpal M. Dholakia, Suman Basuroy, Kerry Soltysinski, Pp 115-130
2. *Managerial evaluation of sales forecasting effectiveness: A MIMIC modeling approach*, Heidi M. Winklhofer, Adamantios Diamantopoulos, Pp 151-166
3. *Exploring repeated measures data sets for key features using Principal Components Analysis*, Eric T. Bradlow, Pp 167-179

Volume 19, Issue 3, Pp 181-304 (September 2002)

Market Segmentation

1. *A taxonomy of differences between consumers for market segmentation*, Timothy Bock, Mark Uncles, Pp 215-224
2. *Segmenting consumers using multiple-category purchase data*, Carrie M. Heilman, Douglas Bowman, Pp 225-252
3. *Disaggregate market share response models*, Wayne S. DeSarbo, Alexandru M. Degeratu, Michael J. Ahearne, M.Kim Saxton, Pp 253-266
4. *The dynamics of value segments: modeling framework and empirical illustration*, Kristine Brangule-Vlagsma, Rik G.M. Pieters, Michel Wedel, Pp 267-285
5. *Retail segmentation using artificial neural networks*, Derrick S. Boone, Michelle Roehm, Pp 287-301

Volume 19, Issue 4, Pp 305-418 (December 2002)

1. *How cannibalistic is the Internet channel? A study of the newspaper industry in the United Kingdom and The Netherlands*, Barbara Deleersnyder, Inge Geyskens, Katrijn Gielens, Marnik G Dekimpe, Pp 337-348
2. *A paradox of price-quality and market efficiency: a comparative study of the US and China markets*, Kevin Zheng Zhou, Chenting Su, Yeqing Bao, Pp 349-365
3. *Integrating customer orientation, corporate entrepreneurship, and learning orientation in organizations-in-transition: an empirical study*, Sandra S Liu, Xueming Luo, Yi-Zheng Shi, Pp 367-382
4. *The influence of pre-decisional constraints on information search and consideration set formation in new automobile purchases*, Girish Punj, Richard Brookes, Pp 383-400
5. *Dual scaling and correspondence analysis of preferences, paired comparisons and ratings*, Anna Torres, Michael Greenacre, Pp 401-405

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Volume 20, Issue 1, Pages 1-116 (March 2003)

1. *Advertising versus pay-per-view in electronic media*, Ashutosh Prasad, Vijay Mahajan, Bart Bronnenberg, pp 13-30
2. *The effects of industry knowledge on the development of trust in service relationships*, Keith S Coulter, Robin A Coulter, pp 31-43
3. *Cross-selling through database marketing: a mixed data factor analyzer for data augmentation and prediction*, Wagner A. Kamakura, Michel Wedel, Fernando de Rosa, Jose Afonso Mazzon, pp 45-65

4. *Cultural impact on European staffing decisions in sales management*, Dominique Rouziès, Michael Segalla, Barton A Weitz, pp 67-85
5. *Probabilistic versus random-utility models of state dependence: an empirical comparison*, P.B. Seetharaman, pp 87-96
6. *Consumer attitude toward brand extensions: an integrative model and research propositions*, Sandor Czellar, pp 97-115

Volume 20, Issue 2, Pages 117-216 (June 2003)

1. *Comparing complete and partial classification for identifying customers at risk*, Josée M.M Bloemer, Tom Brijs, Koen Vanhoof, Gilbert Swinnen, pp 117-131
2. *The effects of authoritative mechanisms of coordination on market orientation in asymmetrical channel partnerships*, Miguel Hernández-Espallardo, Narciso Arcas-Lario, pp 133-152
3. *Recovering and profiling the true segmentation structure in markets: an empirical investigation*, Rick L Andrews, Imran S Currim, pp 177-192
4. *A cross-national study of interdependence structure and distributor attitudes: the moderating effect of group orientation*, Stephen Keysuk Kim, pp 193-214

Volume 20, Issue 3, Pages 217-296 (September 2003)

1. *Question order effects in measuring service quality*, Carol W. DeMoranville, Carol C. Bienstock, pp 217-231
2. *Exploring the role of self- and customer-provoked embarrassment in personal selling*, Willem Verbeke, Richard P Bagozzi, pp 233-258
3. *Should consumer attitudes be reduced to their affective and cognitive bases? Validation of a hierarchical model*, Laurette Dubé, Marie-Cécile Cervellon, Han Jingyuan, pp 259-272
4. *The impact of retailer stockouts on whether, how much, and what to buy*, Katia Campo, Els Gijbbrechts, Patricia Nisol, pp 273-286
5. *Assessing generalizability of scales used in cross-national research*, Subhash Sharma, Danny Weathers, pp 287-295

Volume 20, Issue 4, Pages 297-398 (December 2003)

1. *Building strong brands in Asia: selecting the visual components of image to maximize brand strength*, Pamela W Henderson, Joseph A Cote, Siew Meng Leong, Bernd Schmitt, pp 297-313
2. *Retention of latent segments in regression-based marketing models*, Rick L. Andrews, Imran S. Currim, pp 315-321
3. *Brand name suggestiveness: a Chinese language perspective*, Yih Hwai Lee, Kim Soon Ang, pp 323-335
4. *How many pirates should a software firm tolerate?: An analysis of piracy protection on the diffusion of software*, Ashutosh Prasad, Vijay Mahajan, pp 337-353

5. *The impact of market orientation on product innovativeness and business performance*, Izabela Leskiewicz Sandvik, Kåre Sandvik, pp 355-376
6. *The influence of business strategy on new product activity: The role of market orientation*, Ruud T Frambach, Jaideep Prabhu, Theo M.M Verhallen, pp 377-397

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Volume 21, Issue 1 (March 2004)

1. *Organizational culture, market orientation, innovativeness, and firm performance: an international research odyssey*, Rohit Deshpandé, John U Farley Pages 3-22
2. *Examining the animosity model in a country with a high level of foreign trade*, Edwin J. Nijssen, Susan P. Douglas, Pages 23-38
3. *A model of retail format competition for non-durable goods*, Amit Bhatnagar, Brian T Ratchford, Pages 39-59
4. *The complementary effect of trade shows on personal selling*, Timothy M Smith, Srinath Gopalakrishna, Paul M Smith, Pages 61-76
5. *Men's and women's responses to sex role portrayals in advertisements*, Ulrich R Orth, Denisa Holancova, Pages 77-88

Volume 21, Issue 2 (June 2004)

1. *Reactions of service employees to organization–customer conflict: A cross-cultural comparison*, Michael K. Hui, Kevin Au, Henry Fock, Pages 107-121
2. *Japanese investors' choice of acquisitions vs. startups in the US: the role of reputation barriers and advertising outlay*, Shih-Fen S Chen, Ming Zeng, Pages 123-136
3. *Price leadership within a marketing channel: A cointegration study*, W.Erno Kuiper, Matthew T.G. Meulenbergh, Pages 137-158
4. *Analyzing the effects of a brand introduction on competitive structure using a market share attraction model*, Dennis Fok, Philip Hans Franses, Pages 159-177
5. *A meta-analysis of the relationship between market orientation and business performance: evidence from five continents*, Cynthia Rodriguez Cano, Francois A. Carrillat, Fernando Jaramillo, Pages 179-200

Volume 21, Issue 3 (September 2004)

1. *Corporate social responsibility and consumers' attributions and brand evaluations in a product–harm crisis*, Jill Klein, Niraj Dawar, Pages 203-217
2. *Tradeoffs in marketing exploitation and exploration strategies: The overlooked role of market orientation*, Kyriakos Kyriakopoulos, Christine Moorman, Pages 219-240
3. *A social influence model of consumer participation in network- and small-group-based virtual communities*, Utpal M. Dholakia, Richard P. Bagozzi, Lisa Klein Pearo, Pages 241-263

4. *Relative explanatory power of agency theory and transaction cost analysis in German salesforces*, Manfred Krafft, Sönke Albers, Rajiv Lal, Pages 265-283
5. *Capturing consumer heterogeneity in metric conjoint analysis using Bayesian mixture models*, Thomas Otter, Regina Tüchler, Sylvia Frühwirth-Schnatter, Pages 285-297
6. *A cross-validity comparison of rating-based and choice-based conjoint analysis models*, William L. Moore, Pages 299-312
7. *The role of inclination and part worth differences across segments in designing a price-discriminating product line*, Dilip Chhajed, Kilsun Kim, Pages 313-320

Volume 21, Issue 4 (December 2004)

- Special issue on Global Marketing

1. *Country and consumer segmentation: multi-level latent class analysis of financial product ownership*, Tammo H.A. Bijmolt, Leo J. Paas, Jeroen K. Vermunt, Pages 323-340
2. *Diffusion of new pharmaceutical drugs in developing and developed nations*, Ramarao Desiraju, Harikesh Nair, Pradeep Chintagunta, Pages 341-357
3. *Choosing and upgrading financial services dealers in the US and UK*, John U. Farley, Andrew F. Hayes, Praveen K. Kopalle, Pages 359-375
4. *Pricing practices and firms' market power in international cellular markets, an empirical study*, Dana Nunn, Miklos Sarvary, Pages 377-395
5. *Marketing program standardization: A cross-country exploration*, Ayşegül Özsoy, Bernard L. Simonin, Pages 397-419
6. *Understanding and managing international growth of new products*, Stefan Stremersch, Gerard J. Tellis, Pages 421-438

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Volume 22, Issue 1 (pp 1-106)

1. *The C-OAR-SE procedure for scale development in marketing: a comment*, Adamantios Diamantopoulos, Pages 1-9
2. *How fine is C-OAR-SE? A generalizability theory perspective on Rossiter's procedure*, Adam Finn, Ujwal Kayande, Pages 11-21
3. *Reminder: a horse is a horse*, John R. Rossiter, Pages 23-25
4. *Distinctive brand cues and memory for product consumption experiences*, Luk Warlop, S. Ratneshwar, Stijn M.J. van Osselaer, Pages 27-44
5. *More choice is better: Effects of assortment size and composition on assortment evaluation*, Harmen Oppewal, Kitty Koelemeijer, Pages 45-60
6. *Strategic segmentation using outlet malls*, Anne T. Coughlan, David A. Soberman, Pages 61-86
7. *Analysis of acquisition patterns: A theoretical and empirical evaluation of alternative methods*, Leonard J. Paas, Ivo W. Molenaar, Pages 87-100

Volume 22, Issue 2 (pp 107-238)

1. *Turning adversity into advantage: Does proactive marketing during a recession pay off?*, Raji Srinivasan, Arvind Rangaswamy, Gary L. Lilien, Pages 109-125
2. *The impact of channel function performance on buyer–seller relationships in marketing channels*, Gerrit H. Van Bruggen, Manish Kacker, Chantal Nieuwlaet, Pages 141-158
3. *Assessing potential threats to incumbent brands: New product positioning under price competition in a multisegmented market*, Hosun Rhim, Lee G. Cooper, Pages 159-182
4. *Drivers of upward and downward migration: An empirical investigation among theatregoers*, Paul Valentin Ngobo, Pages 183-201
5. *Modelling and forecasting brand share: A dynamic demand system approach*, P.M. Cain, Pages 203-220

Volume 22, Issue 3 (pp 239-374)

1. *Another look at loss aversion in brand choice data: Can we characterize the loss averse consumer?*, Daniel Klapper, Christine Ebling, Jarg Temme, Pages 239-254
2. *Incentive-based compensation to advertising agencies: A principal–agent approach*, Hao Zhao, Pages 255-275
3. *Utility, cultural symbolism and emotion: A comprehensive model of brand purchase value*, Shu-pei Tsai, Pages 277-291
4. *Forecasting cross-population innovation diffusion: A Bayesian approach*, Yvonne M. van Everdingen, Wouter B. Aghina, Dennis Fok, Pages 293-308
5. *Measuring and modeling the (limited) reliability of free choice attitude questions*, Cam Rungie, Gilles Laurent, Francesca Dall'Olmo Riley, Donald G. Morrison, Tirthankar Roy, Pages 309-318
6. *An experimental investigation of scanner data preparation strategies for consumer choice models*, Rick L. Andrews, Imran S. Currim, Pages 319-331
7. *The influence of top management team functional diversity on strategic orientations: The moderating role of environmental turbulence and inter-functional coordination*, Seigyoung Auh, Bulent Menguc, Pages 333-350
8. *Advance-selling as a competitive marketing tool*, Steven M. Shugan, Jinhong Xie, Pages 351-373

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1. *An exploratory look at supermarket shopping paths*, Jeffrey S. Larson, Eric T. Bradlow, Peter S. Fader, Pages 395-414
2. *Competitive reaction- and feedback effects based on VARX models of pooled store data*, Csilla Horváth, Peter S.H. Leeflang, Jaap E. Wieringa, Dick R. Wittink, Pages 415-426
3. *Scheduling sales force training: Theory and evidence*, Anand Krishnamoorthy, Sanjog Misra, Ashutosh Prasad, Pages 427-440

4. *Consumer heterogeneity in the longer-term effects of price promotions*, Jooseop Lim, Imran S. Currim, Rick L. Andrews, Pages 441-457
 5. *Quick and easy choice sets: Constructing optimal and nearly optimal stated choice experiments*, Deborah J. Street, Leonie Burgess, Jordan J. Louviere, Pages 459-470
 6. *Price developments after a nominal shock: Benford's Law and psychological pricing after the euro introduction*, Tarek el Sehity, Erik Hoelzl, Erich Kirchler, Pages 471-480
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Past award winners (these papers are no longer eligible):

- 2009: Peter S. H. Leeflang, Dick R. Wittink. *Competitive reaction versus consumer response: Do managers overreact?* Vol 13 (2), pp. 103-119 (1996).
- 2010: Inge Geyskens, Jan-Benedict E. M. Steenkamp, Lisa K. Scheer, Nirmalya Kumar. *The effects of trust and interdependence on relationship commitment: A trans-Atlantic study.* Vol 13 (4), pp 303-317 (1996).
- 2011: Alexandru M. Degeratu, Arvind Rangaswamy, Jianan Wu. *Competitive consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes.* Vol 17 (1), pp 55-78 (2000).
- 2012: John R. Rossiter. *The C-OAR-SE procedure for scale development in marketing.* Vol 19 (4), pp 305-335 (2002).
- 2013: Rik Pieters and Luk Warlop (1999). *Visual attention during brand choice: The impact of time pressure and task motivation*, Volume 16 (1), pp 1-16.
- 2014: Venkatesh Shankar, Amy K. Smith, and Arvind Rangaswamy (2003). *Customer satisfaction and loyalty in online and offline environments*, Vol 20 (2), pp. 153-175