2015 Jan-Benedict Steenkamp Award for Long-Term Impact Papers eligible for nomination
(Note: disqualified papers have been excluded from the list)

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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

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

2. The intersection of modelling potential and practice, John H Roberts, Pp 127-134
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 validation of marketing models: A plea for more qualitative input, Gilles Laurent, Pp 177-182
10. Marketing data, models and decisions, Michel Wedel, Wagner Kamakura, Ulf Böckenholt, Pp 203-208

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. Verheesel, Pp 255-279


4. Market information and channel price structure, Abhik Roy, Pp 331-351


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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


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


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


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


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


2. *Household preference revisions and decision making: The role of disconfirmation,* Jonathan D. Bohlmann, William J. Qualls, Pp 319-339


**2002**

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


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


**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


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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
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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

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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

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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

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