

Nr.	Articol	Jurnal	Nume	Semnatura
General				
1	Ehrenberg, A.C.S. "Models from Fact: Examples from Marketing,"	<u>Management Science</u>, March 1970, 435-445		
2	Malhotra, Naresh K., Mark Peterson, and Susan Bardi Kleiser. "Marketing Research: A State-of-the-Art Review and Directions for the Twenty-First Century,"	<u>Journal of the Academy of Marketing Science</u> , Spring 1999, 160-183		
3	Shugan, Steven M. "Editorial: <i>Marketing Science</i> , Models, Monopoly Models, and Why We Need Them,"	<u>Marketing Science</u> , Summer 2002, 223-228		
4	Little, John D.C. "Decision Support Systems for Marketing Managers,"	<u>Journal of Marketing</u>, Summer 1979, 9-26		
5	Chakravarti, Dipankar, Andrew Mitchell, and Richard Staelin. "Judgment Based Marketing Decision Models: Problems and Possible Solutions,"	<u>Journal of Marketing</u> , Fall 1981, 13-23		
6	Mitchell, Andrew A., J. Edward Russo, and Dick R. Wittink. "Issues in the Development and Use of Expert Systems for Marketing Decisions,"	<u>International Journal of Research in Marketing</u> , 1991, 41-50		
Intrare pe piață				
7	Lilien, Gary L. and Eusand Yoon. "The Timing of Competitive Market Entry: An Exploratory Study of New Industrial Products,"	<u>Management Science</u>, May 1990, 568-585		
8	Carpenter, Gregory S. and Kent Nakamoto. "Competitive Strategies for Late Entry into a Market with a Dominant Brand,"	<u>Management Science</u>, October 1990, 1268-1278		
9	Golder, Peter N. and Gerard J. Tellis. "Pioneer Advantage: Marketing Logic or Marketing Legend,"	<u>Journal of Marketing Research</u> , May 1993, 158-170		
10	Bowman, Douglas and Hubert Gatignon. "Order of Entry as a Moderator of the Effect of the Marketing Mix on Market Share,"	<u>Marketing Science</u> , 1996, 222-242		
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11	Lodish, Leonard M. "A User-Oriented Model for Sales Force Size, Product, and Market Allocation Decisions,"	<u>Journal of Marketing</u>, Summer 1980, 70-78		

12	Futrell, Charles M. and A. Parasuraman. "The Relationship of Satisfaction and Performance to Salesforce Turnover,"	<u>Journal of Marketing</u> , Fall 1984, 33-40		
Previziuni				
13	Makridakis, Spyros and Steven C. Wheelwright. "Forecasting: Issues and Challenges for Marketing Management,"	<u>Journal of Marketing</u>, October 1977, 24-38		
Segmentarea pieței				
14	Wind, Yoram. "Issues and Advances in Segmentation Research,"	<u>Journal of Marketing Research</u>, August 1978, 317-337		
15	Beckwith, Neil E. and Maurice W. Sasieni. "Criteria for Market Segmentation Studies,"	<u>Management Science</u> , April 1976, 892-903		
16	Yim, Chi Kin (Bennett) and P.L. Kannan. "Consumer Behavioral Loyalty: A Segmentation Model and Analysis,"	<u>Journal of Business Research</u> , 1999, 75-92		
17	Wildt, Albert R. and John M. McCann. "A Regression Model for Market Segmentation Studies,"	<u>Journal of Marketing Research</u> , August 1980, 335-340		
Cota de piață				
18	Boulding, William and Richard Staelin. "A Look on the Cost Side: Market Share and the Competitive Environment,"	<u>Marketing Science</u>, Spring 1993, 144-166	_____	
19	Szymanski, David, Sundar G. Bharadwaj, and P. Rajan Varadarajan. "An Analysis of the Market Share-Profitability Relationship,	<u>Journal of Marketing</u>, July 1993, 1-18		
20	Bell, David E., Ralph L. Keeney, and John D.C. Little. "A Market Share Theorem,"	<u>Journal of Marketing Research</u> , May 1975, 136-141		
21	Boulding, William and Richard Staelin. "Environment, Market Share, and Market Power,"	<u>Management Science</u> , October 1990, 1160-1177		
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22	Monroe, Kent B. and Albert J. Della Bitta. "Models for Pricing Decisions,"	<u>Journal of Marketing Research</u>, August 1978, 413-428		

23	Olshavsky, Richard W., Andrew B. Aylesworth, and DeAnna S. Kempf. "The Price-Choice Relationship: A Contingent Processing Approach,"	<u>Journal of Business Research</u> , 1995, 207-218		
24	Monroe, Kent B. "Buyer's Subjective Perceptions of Price,"	<u>Journal of Marketing Research</u> , February 1973, 70-80		
25	Simon, Hermann. "Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study,"	<u>Journal of Marketing Research</u> , November 1979, 439-452		
26	Raju, Jagmohan S., V. Srinivasan, and Rajiv Lal. "The Effects of Brand Loyalty on Competitive Price Promotional Strategies,"	<u>Management Science</u> , March 1990, 276-304		
27	Kumar, V. and Arun Pereira. "Explaining the Variation in Short-Term Sales Response to Retail Price Promotion,"	<u>Journal of the Academy of Marketing Science</u> , 1995, 155-169		
Publicitate				
28	Dhalla, Nariman K. "Assessing the Long-Term Value of Advertising,"	<u>Harvard Business Review</u>, January-February 1978, 87-95		
29	Little, John D.C. "Aggregate Advertising Models: The State of the Art,"	<u>Operations Research</u> , July-August 1979, 629-667		
30	Assmus, Gert, John U. Farley and Donald R. Lehmann. "How Advertising Affects Sales: Meta-Analysis of Economic Results,"	<u>Journal of Marketing Research</u> , February 1984, 65-74		
31	Vakratsas, Demetrios and Tim Ambler. "How Advertising Works: What Do We Really Know?"	<u>Journal of Marketing</u> , January 1999, 26-43		
32	Bass, Frank M. and Leonard J. Parsons. "Simultaneous-Equation Regression Analysis of Sales and Advertising,"	<u>Applied Economics</u> , Vol. 1, 1969, 103-124		
33	Clarke, Darral G. "Econometric Measurement of the Duration of Advertising Effect on Sales,"	<u>Journal of Marketing Research</u> , November 1976, 345-357		
34	Vidale, M.L. and H.B. Wolfe. "An Operations-Research Study of Sales Response to Advertising,"	<u>Operations Research</u> , June 1957, 370-381		

35	Sethuraman, Raj and Gerard J. Tellis. "An Analysis of the Tradeoff Between Advertising and Price Discounting,"	<u>Journal of Marketing Research</u> , May 1991, 160-174		
36	Lodish, Leonard M, Magid Abraham, Stuart Kalmenson, Jeanne Livelsberger, Beth Lubetkin, Bruce Richardson, and Mary Ellen Stevens. "How TV Advertising Works: A Meta-Analysis of 389 Real World Split Cable TV Advertising Experiments,"	<u>Journal of Marketing Research</u> , May 1995, 125-139		
37	Riskey, Dwight R. "How TV Advertising Works: An Industry Response,"	<u>Journal of Marketing Research</u> , May 1997, 292-293		
38	Rao, Ambar G. and Gary Lilien. "A System of Promotional Models,"	<u>Management Science</u> , October 1972, 152-160		
39	Aaker, David A. "ADMOD: An Advertising Decision Model,"	<u>Journal of Marketing Research</u> , February 1975, 37-45		
40	Ehrenberg, A.S.C. "An Appraisal of Markov Brand-Switching Models,"	<u>Journal of Marketing Research</u> , November 1965, 347-362		
Lansarea noilor produse				
41	Mahajan, Vijay, Eitan Muller, and Frank M. Bass. "New Product Diffusion Models in Marketing: A Review and Directions for Research,"	<u>Journal of Marketing</u>, January 1990, 1-26		
42	Sultan, Fareena, John U. Farley, and Donald R. Lehmann. "A Meta-Analysis of Applications of Diffusion Models,"	<u>Journal of Marketing Research</u>, February 1990, 70-77		
43	Bass, Frank M. "A New Product Growth Model for Consumer Durables,"	<u>Management Science</u>, January 1969, 215-227		
44	Van den Bulte, Christophe. "New Product Diffusion Acceleration: Measurement and Analysis,"	<u>Marketing Science</u> , Fall 2000, 366-380		
45	Fourt, Louis A. and Joseph W. Woodlock. "Early Prediction of Market Success for New Grocery Products,"	<u>Journal of Marketing</u> , October 1960, 31-38		
46	Horsky, Dan and Leonard S. Simon. "Advertising and the	<u>Marketing Science</u> ,		

	Diffusion of New Products,"	Winter 1983, 1-17		
47	Dodson, Joe A. and Eitan Muller. "Models of New Product Diffusion Through Advertising and Word-of-Mouth,"	<u>Management Science</u> , November 1978, 1568-1578		
48	Mahajan, Vijay, Eitan Muller, and Roger A. Kerin. "Introduction Strategy for New Products with Positive and Negative Word-of-Mouth,"	<u>Management Science</u> , December 1984, 1389-1404		
49	Claycamp, Henry J. and Lucient E. Liddy. "Prediction of New Product Performance: An Analytical Approach,"	<u>Journal of Marketing Research</u> , November 1969, 414-420		
Comportamentul consumatorilor				
50	Kalyanaram, Gurumurthy and John D.C. Little. "An Empirical Analysis of Latitude of Price Acceptance in Consumer Package Goods,"	<u>Journal of Consumer Research</u> , December 1994, 408-418		
Altele				
51	Lilien, Gary L. "Advisor 2: Modeling the Marketing Mix Decision for Industrial Products,"	<u>Management Science</u> , February 1979, 191-204		
52	Lancaster, Kevin. "The Economics of Product Variety: A Survey,"	<u>Marketing Science</u> , Summer 1990, 189-211		
53	Lehmann, Donald R. and Charles B. Weinberg. "Sales Through Sequential Distribution Channels: An Application to Movies and Videos,"	<u>Journal of Marketing</u> , July 2000, 18-33		
54	Eliashberg, Jehoshua, Jedid-Jah Jonker, Mohanbir S. Sawhney, and Berend Wierenga. "MOVIEMOD: An Implementable Decision-Support System for Prerelease Market Evaluation of Motion Pictures,"	<u>Marketing Science</u> , Summer 2000, 226-243		