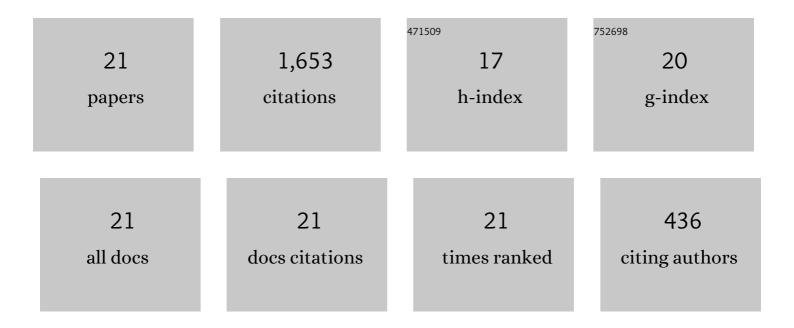
Stephen D Bruning

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10396908/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Relationship management in public relations: dimensions of an organization-public relationship. Public Relations Review, 1998, 24, 55-65.	3.2	573
2	Relationships between organizations and publics: Development of a multi-dimensional organization-public relationship scale. Public Relations Review, 1999, 25, 157-170.	3.2	242
3	Using dialogue to build organization–public relationships, engage publics, and positively affect organizational outcomes. Public Relations Review, 2008, 34, 25-31.	3.2	106
4	Relationship building as a retention strategy: linking relationship attitudes and satisfaction evaluations to behavioral outcomes. Public Relations Review, 2002, 28, 39-48.	3.2	104
5	Perceptions of relationships and evaluations of satisfaction: an exploration of interaction. Public Relations Review, 2000, 26, 85-95.	3.2	102
6	Time as an Indicator of the Perceptions and Behavior of Members of a Key Public: Monitoring and Predicting Organization-Public Relationships. Journal of Public Relations Research, 1999, 11, 167-183.	2.3	75
7	Expanding the organization–public relationship scale: exploring the role that structural and personal commitment play in organization–public relationships. Public Relations Review, 2003, 29, 309-319.	3.2	72
8	Organizationâ€public relationships and consumer satisfaction: The role of relationships in the satisfaction mix. Communication Research Reports, 1998, 15, 198-208.	1.8	48
9	Building relationships between organizations and publics: Examining the linkage between organizationâ€public relationships, evaluations of satisfaction, and behavioral intent. Communication Studies, 2004, 55, 435-446.	1.2	42
10	Mutual benefit as outcome indicator: Factors influencing perceptions of benefit in organization–public relationships. Public Relations Review, 2006, 32, 33-40.	3.2	40
11	Examining the role that personal, professional, and community relationships play in respondent relationship recognition and intended behavior. Communication Quarterly, 2000, 48, 437-448.	1.3	39
12	Examining city–resident relationships: linking community relations, relationship building activities, and satisfaction evaluations. Public Relations Review, 2004, 30, 335-345.	3.2	36
13	The role of relationships in public relations: Examining the influence of key public member relational attitudes on behavioral intent. Communication Research Reports, 2000, 17, 426-435.	1.8	32
14	Using a relational approach to retaining students and building mutually beneficial studentâ€university relationships. Southern Communication Journal, The, 2001, 66, 337-345.	0.5	28
15	Linking Organization-Public Relationship Attitudes and Satisfaction Outcomes. Journal of Promotion Management, 2002, 8, 3-19.	3.4	22
16	Managing Community Relationships to Maximize Mutual Benefit: Doing Well by Doing Good. , 2001, , 527-534.		22
17	Axioms of Relationship Management. Journal of Promotion Management, 2001, 7, 3-16.	3.4	20
18	Relationship building and behavioral outcomes: Exploring the connection between relationship	1.8	18

attitudes and key constituent behavior. Communication Research Reports, 2002, 19, 327-337. 18

#	Article	IF	CITATIONS
19	Identifying the Communication, Behaviors, and Interaction Patterns of Agency-Client Relationships in Development and Decline. Journal of Promotion Management, 2002, 8, 21-34.	3.4	15
20	Linking Worldview, Relationship Attitudes, and Behavioral Outcomes: Implications for the Study and Practice of Public Relations. Journal of Promotion Management, 2009, 14, 139-151.	3.4	13
21	The Media Audit: A Tool for Managing Media Relationships. Journal of Promotion Management, 2007, 13, 189-202.	3.4	4