

# Stephen D Bruning

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10396908/publications.pdf>

Version: 2024-02-01

21  
papers

1,653  
citations

471509

17  
h-index

752698

20  
g-index

21  
all docs

21  
docs citations

21  
times ranked

436  
citing authors

#	ARTICLE	IF	CITATIONS
1	Linking Worldview, Relationship Attitudes, and Behavioral Outcomes: Implications for the Study and Practice of Public Relations. <i>Journal of Promotion Management</i> , 2009, 14, 139-151.	3.4	13
2	Using dialogue to build organizationâ€™public relationships, engage publics, and positively affect organizational outcomes. <i>Public Relations Review</i> , 2008, 34, 25-31.	3.2	106
3	The Media Audit: A Tool for Managing Media Relationships. <i>Journal of Promotion Management</i> , 2007, 13, 189-202.	3.4	4
4	Mutual benefit as outcome indicator: Factors influencing perceptions of benefit in organizationâ€™public relationships. <i>Public Relations Review</i> , 2006, 32, 33-40.	3.2	40
5	Examining cityâ€™resident relationships: linking community relations, relationship building activities, and satisfaction evaluations. <i>Public Relations Review</i> , 2004, 30, 335-345.	3.2	36
6	Building relationships between organizations and publics: Examining the linkage between organizationâ€™public relationships, evaluations of satisfaction, and behavioral intent. <i>Communication Studies</i> , 2004, 55, 435-446.	1.2	42
7	Expanding the organizationâ€™public relationship scale: exploring the role that structural and personal commitment play in organizationâ€™public relationships. <i>Public Relations Review</i> , 2003, 29, 309-319.	3.2	72
8	Relationship building as a retention strategy: linking relationship attitudes and satisfaction evaluations to behavioral outcomes. <i>Public Relations Review</i> , 2002, 28, 39-48.	3.2	104
9	Relationship building and behavioral outcomes: Exploring the connection between relationship attitudes and key constituent behavior. <i>Communication Research Reports</i> , 2002, 19, 327-337.	1.8	18
10	Identifying the Communication, Behaviors, and Interaction Patterns of Agency-Client Relationships in Development and Decline. <i>Journal of Promotion Management</i> , 2002, 8, 21-34.	3.4	15
11	Linking Organization-Public Relationship Attitudes and Satisfaction Outcomes. <i>Journal of Promotion Management</i> , 2002, 8, 3-19.	3.4	22
12	Using a relational approach to retaining students and building mutually beneficial studentâ€™university relationships. <i>Southern Communication Journal</i> , The, 2001, 66, 337-345.	0.5	28
13	Axioms of Relationship Management. <i>Journal of Promotion Management</i> , 2001, 7, 3-16.	3.4	20
14	Managing Community Relationships to Maximize Mutual Benefit: Doing Well by Doing Good. , 2001, , 527-534.		22
15	Perceptions of relationships and evaluations of satisfaction: an exploration of interaction. <i>Public Relations Review</i> , 2000, 26, 85-95.	3.2	102
16	Examining the role that personal, professional, and community relationships play in respondent relationship recognition and intended behavior. <i>Communication Quarterly</i> , 2000, 48, 437-448.	1.3	39
17	The role of relationships in public relations: Examining the influence of key public member relational attitudes on behavioral intent. <i>Communication Research Reports</i> , 2000, 17, 426-435.	1.8	32
18	Time as an Indicator of the Perceptions and Behavior of Members of a Key Public: Monitoring and Predicting Organization-Public Relationships. <i>Journal of Public Relations Research</i> , 1999, 11, 167-183.	2.3	75

#	ARTICLE	IF	CITATIONS
19	Relationships between organizations and publics: Development of a multi-dimensional organization-public relationship scale. <i>Public Relations Review</i> , 1999, 25, 157-170.	3.2	242
20	Organizationâ€public relationships and consumer satisfaction: The role of relationships in the satisfaction mix. <i>Communication Research Reports</i> , 1998, 15, 198-208.	1.8	48
21	Relationship management in public relations: dimensions of an organization-public relationship. <i>Public Relations Review</i> , 1998, 24, 55-65.	3.2	573