

# Donald R Bacon

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10812947/publications.pdf>

Version: 2024-02-01

31  
papers

1,489  
citations

471509

17  
h-index

501196

28  
g-index

34  
all docs

34  
docs citations

34  
times ranked

955  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Comparison of Approaches to Importance-Performance Analysis. <i>International Journal of Market Research</i> , 2003, 45, 1-15.	3.8	274
2	Lessons from the Best and Worst Student Team Experiences: How a Teacher can make the Difference. <i>Journal of Management Education</i> , 1999, 23, 467-488.	1.1	249
3	How Fast Do Students Forget What They Learn in Consumer Behavior? A Longitudinal Study. <i>Journal of Marketing Education</i> , 2006, 28, 181-192.	2.4	115
4	GPA in Research Studies: An Invaluable but Neglected Opportunity. <i>Journal of Marketing Education</i> , 2006, 28, 35-42.	2.4	109
5	The Effect of Group Projects on Content-Related Learning. <i>Journal of Management Education</i> , 2005, 29, 248-267.	1.1	107
6	Assessing Learning Outcomes: A Comparison of Multiple-Choice and Short-Answer Questions in a Marketing Context. <i>Journal of Marketing Education</i> , 2003, 25, 31-36.	2.4	89
7	Reporting Actual and Perceived Student Learning in Education Research. <i>Journal of Marketing Education</i> , 2016, 38, 3-6.	2.4	84
8	Exploring Predictors of Student Team Project Performance. <i>Journal of Marketing Education</i> , 1998, 20, 63-71.	2.4	75
9	Confirmation bias in individual-level perceptions of psychic distance: An experimental investigation. <i>Journal of International Business Studies</i> , 2015, 46, 938-959.	7.3	52
10	Methods of Assigning Players to Teams: A Review and Novel Approach. <i>Simulation and Gaming</i> , 2001, 32, 6-17.	1.9	49
11	Revisiting the Relationship Between Marketing Education and Marketing Career Success. <i>Journal of Marketing Education</i> , 2017, 39, 109-123.	2.4	38
12	Exploring Achievement Striving as a Moderator of the Grading Leniency Effect. <i>Journal of Marketing Education</i> , 2002, 24, 4-14.	2.4	31
13	Comparing Direct Versus Indirect Measures of the Pedagogical Effectiveness of Team Testing. <i>Journal of Marketing Education</i> , 2011, 33, 348-358.	2.4	31
14	Understanding Priorities for Service Attribute Improvement. <i>Journal of Service Research</i> , 2012, 15, 199-214.	12.2	27
15	An Examination of Two Learning Style Measures and Their Association With Business Learning. <i>Journal of Education for Business</i> , 2004, 79, 205-208.	1.6	25
16	Assessing and Enhancing the Basic Writing Skills of Marketing Students. <i>Business Communication Quarterly</i> , 2004, 67, 443-454.	1.3	22
17	Nonresponse Bias in Student Evaluations of Teaching. <i>Marketing Education Review</i> , 2016, 26, 93-104.	1.3	22
18	Improving Writing Through the Marketing Curriculum. <i>Journal of Marketing Education</i> , 2008, 30, 217-225.	2.4	20

#	ARTICLE	IF	CITATIONS
19	Why Assessment Will Never Work at Many Business Schools. <i>Journal of Management Education</i> , 2017, 41, 181-200.	1.1	16
20	A New Tool for Identifying Research Standards and Evaluating Research Performance. <i>Journal of Marketing Education</i> , 2012, 34, 194-208.	2.4	10
21	Revenue management, hedonic pricing models and the effects of operational attributes. <i>International Journal of Revenue Management</i> , 2016, 9, 147.	0.3	9
22	Results of the 2016 AORN Salary and Compensation Survey. <i>AORN Journal</i> , 2016, 104, 486-501.	0.3	6
23	Republication of "Lessons From the Best and Worst Student Team Experiences: How a Teacher Can Make the Difference". <i>Journal of Management Education</i> , 2019, 43, 550-572.	1.1	4
24	The Editor's Corner. <i>Journal of Marketing Education</i> , 2012, 34, 111-112.	2.4	3
25	Exploring Antecedents of Performance Differences on Visual and Verbal Test Items: Learning Styles Versus Aptitude. <i>Marketing Education Review</i> , 2015, 25, 205-214.	1.3	3
26	The Editor's Corner. <i>Journal of Marketing Education</i> , 2016, 38, 143-144.	2.4	2
27	Moving Forward With Research on Case-Based Learning: A Commentary on "How to Improve Written Case Analysis and Reduce Grading Time: The One-Page, Two-Case Method". <i>Journal of Marketing Education</i> , 2019, 41, 230-233.	2.4	2
28	Strategic Framing: A Study of the Antecedents of Threat and Opportunity Perceptions. <i>Marketing Letters</i> , 1998, 9, 37-50.	2.9	0
29	Using Conjoint Analysis to Evaluate and Reward Teaching Performance. <i>Marketing Education Review</i> , 2016, 26, 143-153.	1.3	0
30	The Editor's Corner. <i>Journal of Marketing Education</i> , 2017, 39, 3-4.	2.4	0
31	The Editor's Corner. <i>Journal of Marketing Education</i> , 2018, 40, 99-100.	2.4	0