

Richard Staelin

List of Publications by Year in descending order

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74
papers

13,222
citations

53660

45
h-index

76769

74
g-index

75
all docs

75
docs citations

75
times ranked

6587
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7-27. | 3.0 | 2,336 |
| 2 | A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7. | 3.0 | 1,482 |
| 3 | An Industry Equilibrium Analysis of Downstream Vertical Integration. Marketing Science, 1983, 2, 161-191. | 2.7 | 959 |
| 4 | The Patient Experience and Health Outcomes. New England Journal of Medicine, 2013, 368, 201-203. | 13.9 | 655 |
| 5 | A Customer Relationship Management Roadmap: What is Known, Potential Pitfalls, and Where to Go. Journal of Marketing, 2005, 69, 155-166. | 7.0 | 619 |
| 6 | A Model of Consumer Information Search Behavior for New Automobiles. Journal of Consumer Research, 1983, 9, 366. | 3.5 | 561 |
| 7 | Salesforce Compensation Plans: An Agency Theoretic Perspective. Marketing Science, 1985, 4, 267-291. | 2.7 | 499 |
| 8 | The Path to Customer Centricity. Journal of Service Research, 2006, 9, 113-124. | 7.8 | 419 |
| 9 | Relationship between patient satisfaction with inpatient care and hospital readmission within 30 days. American Journal of Managed Care, 2011, 17, 41-8. | 0.8 | 337 |
| 10 | Exploiting Rank Ordered Choice Set Data within the Stochastic Utility Model. Journal of Marketing Research, 1982, 19, 288. | 3.0 | 328 |
| 11 | Patient Satisfaction and Its Relationship With Clinical Quality and Inpatient Mortality in Acute Myocardial Infarction. Circulation: Cardiovascular Quality and Outcomes, 2010, 3, 188-195. | 0.9 | 320 |
| 12 | Vertical Strategic Interaction: Implications for Channel Pricing Strategy. Marketing Science, 1997, 16, 185-207. | 2.7 | 301 |
| 13 | Prepurchase Information Seeking for New Cars and Major Household Appliances. Journal of Marketing Research, 1972, 9, 249-257. | 3.0 | 263 |
| 14 | Nutrition Information in the Supermarket. Journal of Consumer Research, 1986, 13, 48. | 3.5 | 248 |
| 15 | Exploiting Rank Ordered Choice Set Data within the Stochastic Utility Model. Journal of Marketing Research, 1982, 19, 288-301. | 3.0 | 188 |
| 16 | Pulling the Plug to Stop the New Product Drain. Journal of Marketing Research, 1997, 34, 164-176. | 3.0 | 186 |
| 17 | Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation?. Journal of Marketing Research, 1994, 31, 159-172. | 3.0 | 181 |
| 18 | The Choice Process for Graduate Business Schools. Journal of Marketing Research, 1978, 15, 588-598. | 3.0 | 173 |

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|----|--|-----|-----------|
| 19 | Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation?. Journal of Marketing Research, 1994, 31, 159. | 3.0 | 167 |
| 20 | Salesforce Compensation Plans in Environments with Asymmetric Information. Marketing Science, 1986, 5, 179-198. | 2.7 | 162 |
| 21 | Cognitive Considerations in Designing Effective Labels for Presenting Risk Information. Journal of Public Policy and Marketing, 1986, 5, 1-28. | 2.2 | 155 |
| 22 | Manufacturer Allowances and Retailer Pass-Through Rates in a Competitive Environment. Marketing Science, 1999, 18, 59-76. | 2.7 | 154 |
| 23 | Stuck in the Past: Why Managers Persist with New Product Failures. Journal of Marketing, 2006, 70, 108-121. | 7.0 | 147 |
| 24 | The Quality Double Whammy. Marketing Science, 1999, 18, 463-484. | 2.7 | 138 |
| 25 | Identifying Generalizable Effects of Strategic Actions on Firm Performance: The Case of Demand-Side Returns to R&D Spending. Marketing Science, 1995, 14, G222-G236. | 2.7 | 128 |
| 26 | Pulling the Plug to Stop the New Product Drain. Journal of Marketing Research, 1997, 34, 164. | 3.0 | 124 |
| 27 | Environment, Market Share, and Market Power. Management Science, 1990, 36, 1160-1177. | 2.4 | 120 |
| 28 | Using Market-Level Data to Understand Promotion Effects in a Nonlinear Model. Journal of Marketing Research, 1997, 34, 322-334. | 3.0 | 114 |
| 29 | Judgment Based Marketing Decision Models: An Experimental Investigation of the Decision Calculus Approach. Management Science, 1979, 25, 251-263. | 2.4 | 113 |
| 30 | Using Extremeness Aversion to Fight Obesity: Policy Implications of Context Dependent Demand. Journal of Consumer Research, 2008, 35, 406-422. | 3.5 | 104 |
| 31 | A proposal for handling missing data. Psychometrika, 1975, 40, 229-252. | 1.2 | 97 |
| 32 | A Framework for Evaluating Consumer Information Regulation. Journal of Marketing, 1981, 45, 11-21. | 7.0 | 85 |
| 33 | Using Market-Level Data to Understand Promotion Effects in a Nonlinear Model. Journal of Marketing Research, 1997, 34, 322. | 3.0 | 78 |
| 34 | The Company That You Keep: When to Buy a Competitor's Keyword. Marketing Science, 2014, 33, 485-508. | 2.7 | 78 |
| 35 | The Success of Marketing Management Support Systems. Marketing Science, 1999, 18, 196-207. | 2.7 | 76 |
| 36 | Multivariate Analysis of Differences in Buyer Decision Time. Journal of Marketing Research, 1971, 8, 192-198. | 3.0 | 74 |

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|----|--|-----|-----------|
| 37 | A Look on the Cost Side: Market Share and the Competitive Environment. <i>Marketing Science</i> , 1993, 12, 144-166. | 2.7 | 69 |
| 38 | General alliance experience, uncertainty, and marketing alliance governance mode choice. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 141-158. | 7.2 | 68 |
| 39 | Judgment Based Marketing Decision Models: Problems and Possible Solutions. <i>Journal of Marketing</i> , 1981, 45, 13-23. | 7.0 | 67 |
| 40 | Judgment Based Marketing Decision Models: Problems and Possible Solutions. <i>Journal of Marketing</i> , 1981, 45, 13. | 7.0 | 59 |
| 41 | Multivariate Analysis of Differences in Buyer Decision Time. <i>Journal of Marketing Research</i> , 1971, 8, 192. | 3.0 | 55 |
| 42 | The Choice Process for Graduate Business Schools. <i>Journal of Marketing Research</i> , 1978, 15, 588. | 3.0 | 55 |
| 43 | A Framework for Evaluating Consumer Information Regulation. <i>Journal of Marketing</i> , 1981, 45, 11. | 7.0 | 55 |
| 44 | Enabling the Willing: Consumer Rebates for Durable Goods. <i>Marketing Science</i> , 2006, 25, 350-366. | 2.7 | 55 |
| 45 | Consumption Effects of Bundling: Consumer Perceptions, Firm Actions, and Public Policy Implications. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 170-188. | 2.2 | 55 |
| 46 | Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels. <i>Journal of Marketing Research</i> , 1994, 31, 325. | 3.0 | 43 |
| 47 | Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels. <i>Journal of Marketing Research</i> , 1994, 31, 325-338. | 3.0 | 42 |
| 48 | Bridge, Focus, Attack, or Stimulate: Retail Category Management Strategies with a Store Brand. <i>Quantitative Marketing and Economics</i> , 2005, 3, 393-418. | 0.7 | 39 |
| 49 | Understanding managers' strategic decision-making process. <i>Marketing Letters</i> , 1994, 5, 413-426. | 1.9 | 38 |
| 50 | The Better They are, the more They Give: Trade Promotions of Consumer Durables. <i>Journal of Marketing Research</i> , 2005, 42, 54-66. | 3.0 | 35 |
| 51 | The impact of firm introductory strategies on consumers' perceptions of future product introductions and purchase decisions. <i>Journal of Product Innovation Management</i> , 2001, 18, 96-109. | 5.2 | 32 |
| 52 | Salesforce compensation plans: An individual-level analysis. <i>Marketing Letters</i> , 1994, 5, 117-130. | 1.9 | 31 |
| 53 | The Effects of Consumer Education on Consumer Product Safety Behavior. <i>Journal of Consumer Research</i> , 1978, 5, 30. | 3.5 | 29 |
| 54 | Incorporating Behavioral Anomalies in Strategic Models. <i>Marketing Letters</i> , 2005, 16, 361-373. | 1.9 | 28 |

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|----|---|-----|-----------|
| 55 | Organizational Characteristics and Patient Experiences With Hospital Care. <i>American Journal of Medical Quality</i> , 2015, 30, 432-440. | 0.2 | 24 |
| 56 | A "Meta-Analysis" of Multibrand, Multioutlet Channel Systems. <i>Management Science</i> , 2013, 59, 1950-1969. | 2.4 | 21 |
| 57 | Optimal Market Intelligence Strategy When Management Attention Is Scarce. <i>Management Science</i> , 2009, 55, 526-538. | 2.4 | 20 |
| 58 | Marketing modeling reality and the realities of marketing modeling. <i>Marketing Letters</i> , 2010, 21, 317-333. | 1.9 | 19 |
| 59 | Improving the metric quality of questionnaire data. <i>Psychometrika</i> , 1973, 38, 393-410. | 1.2 | 18 |
| 60 | Commentary "An Industry Equilibrium Analysis of Downstream Vertical Integration: Twenty-Five Years Later. <i>Marketing Science</i> , 2008, 27, 111-114. | 2.7 | 13 |
| 61 | Do We Really Need to Change the Decision Maker? Counterintuitive Escalation of Commitment Results in Real Options Contexts. <i>Management Science</i> , 2017, 63, 3459-3472. | 2.4 | 12 |
| 62 | Eras III and IV: My Reflections. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 146-149. | 2.2 | 9 |
| 63 | Optimal Admission and Scholarship Decisions: Choosing Customized Marketing Offers to Attract a Desirable Mix of Customers. <i>Marketing Science</i> , 2012, 31, 621-636. | 2.7 | 9 |
| 64 | Chronic pain intervention using pulsed shortwave therapy: the relationship between pain demographics and central sensitization inventory. <i>Pain Management</i> , 2019, 9, 283-296. | 0.7 | 9 |
| 65 | Recurrent Marketing Decisions: Decision Complexity, Decision Focus, and Firm Performance. <i>Marketing Letters</i> , 2000, 11, 283-297. | 1.9 | 8 |
| 66 | An over-the-counter central sensitization therapy: a chronic back pain registry study of pain relief, medication use and their adverse effects. <i>Pain Management</i> , 2017, 7, 99-111. | 0.7 | 8 |
| 67 | Error in Judgmental Sales Forecasts: Theory and Results. <i>Journal of Marketing Research</i> , 1973, 10, 10-16. | 3.0 | 8 |
| 68 | Models of Environmental Effects on the Development of IQ. <i>Journal of Educational Statistics</i> , 1976, 1, 181. | 0.9 | 4 |
| 69 | The Role of Statistics in Accounting, Marketing, Finance, and Production. <i>Journal of Business and Economic Statistics</i> , 1988, 6, 261-272. | 1.8 | 4 |
| 70 | Commentaries and Rejoinder to "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks" by Paulo Albuquerque and Bart J. Bronnenberg. <i>Marketing Science</i> , 2012, 31, 24-35. | 2.7 | 4 |
| 71 | A Prospective Six-Month Study of Chronic Pain Sufferers: A Novel OTC Neuromodulation Therapy. <i>Pain Research and Management</i> , 2019, 2019, 1-11. | 0.7 | 4 |
| 72 | Pulsed Shortwave Therapy in Cervical Osteoarthritis: an NSAID- Controlled, Randomized Clinical Trial. <i>SN Comprehensive Clinical Medicine</i> , 2021, 3, 166-175. | 0.3 | 2 |

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|----|---|-----|-----------|
| 73 | A Note on Detection of Interaction. <i>Public Opinion Quarterly</i> , 1970, 34, 408. | 0.9 | 1 |
| 74 | Rust's and Staelin's Comments on: "A structural model of sales force compensation dynamics: estimation and field implementation" by Sanjog Misra and Harikesh Nair. <i>Quantitative Marketing and Economics</i> , 2011, 9, 259-265. | 0.7 | 1 |