

# Richard Staelin

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11010899/publications.pdf>

Version: 2024-02-01

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	Pulsed Shortwave Therapy in Cervical Osteoarthritis: an NSAID- Controlled, Randomized Clinical Trial. SN Comprehensive Clinical Medicine, 2021, 3, 166-175.	0.3	2
2	Chronic pain intervention using pulsed shortwave therapy: the relationship between pain demographics and central sensitization inventory. Pain Management, 2019, 9, 283-296.	0.7	9
3	A Prospective Six-Month Study of Chronic Pain Sufferers: A Novel OTC Neuromodulation Therapy. Pain Research and Management, 2019, 2019, 1-11.	0.7	4
4	An over-the-counter central sensitization therapy: a chronic back pain registry study of pain relief, medication use and their adverse effects. Pain Management, 2017, 7, 99-111.	0.7	8
5	Do We Really Need to Change the Decision Maker? Counterintuitive Escalation of Commitment Results in Real Options Contexts. Management Science, 2017, 63, 3459-3472.	2.4	12
6	Organizational Characteristics and Patient Experiences With Hospital Care. American Journal of Medical Quality, 2015, 30, 432-440.	0.2	24
7	The Company That You Keep: When to Buy a Competitor's Keyword. Marketing Science, 2014, 33, 485-508.	2.7	78
8	The Patient Experience and Health Outcomes. New England Journal of Medicine, 2013, 368, 201-203.	13.9	655
9	A "Meta-Analysis" of Multibrand, Multioutlet Channel Systems. Management Science, 2013, 59, 1950-1969.	2.4	21
10	Optimal Admission and Scholarship Decisions: Choosing Customized Marketing Offers to Attract a Desirable Mix of Customers. Marketing Science, 2012, 31, 621-636.	2.7	9
11	Commentaries and Rejoinder to "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks" by Paulo Albuquerque and Bart J. Bronnenberg. Marketing Science, 2012, 31, 24-35.	2.7	4
12	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. Quantitative Marketing and Economics, 2011, 9, 259-265.	0.7	1
13	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
14	General alliance experience, uncertainty, and marketing alliance governance mode choice. Journal of the Academy of Marketing Science, 2010, 38, 141-158.	7.2	68
15	Marketing modeling reality and the realities of marketing modeling. Marketing Letters, 2010, 21, 317-333.	1.9	19
16	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
17	Consumption Effects of Bundling: Consumer Perceptions, Firm Actions, and Public Policy Implications. Journal of Public Policy and Marketing, 2010, 29, 170-188.	2.2	55
18	Optimal Market Intelligence Strategy When Management Attention Is Scarce. Management Science, 2009, 55, 526-538.	2.4	20

#	ARTICLE	IF	CITATIONS
19	Using Extremeness Aversion to Fight Obesity: Policy Implications of Context Dependent Demand. <i>Journal of Consumer Research</i> , 2008, 35, 406-422.	3.5	104
20	Commentary—An Industry Equilibrium Analysis of Downstream Vertical Integration: Twenty-Five Years Later. <i>Marketing Science</i> , 2008, 27, 111-114.	2.7	13
21	Stuck in the Past: Why Managers Persist with New Product Failures. <i>Journal of Marketing</i> , 2006, 70, 108-121.	7.0	147
22	The Path to Customer Centricity. <i>Journal of Service Research</i> , 2006, 9, 113-124.	7.8	419
23	Enabling the Willing: Consumer Rebates for Durable Goods. <i>Marketing Science</i> , 2006, 25, 350-366.	2.7	55
24	Eras III and IV: My Reflections. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 146-149.	2.2	9
25	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
26	Incorporating Behavioral Anomalies in Strategic Models. <i>Marketing Letters</i> , 2005, 16, 361-373.	1.9	28
27	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
28	A Customer Relationship Management Roadmap: What is Known, Potential Pitfalls, and Where to Go. <i>Journal of Marketing</i> , 2005, 69, 155-166.	7.0	619
29	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
30	Recurrent Marketing Decisions: Decision Complexity, Decision Focus, and Firm Performance. <i>Marketing Letters</i> , 2000, 11, 283-297.	1.9	8
31	The Quality Double Whammy. <i>Marketing Science</i> , 1999, 18, 463-484.	2.7	138
32	Manufacturer Allowances and Retailer Pass-Through Rates in a Competitive Environment. <i>Marketing Science</i> , 1999, 18, 59-76.	2.7	154
33	The Success of Marketing Management Support Systems. <i>Marketing Science</i> , 1999, 18, 196-207.	2.7	76
34	Vertical Strategic Interaction: Implications for Channel Pricing Strategy. <i>Marketing Science</i> , 1997, 16, 185-207.	2.7	301
35	Using Market-Level Data to Understand Promotion Effects in a Nonlinear Model. <i>Journal of Marketing Research</i> , 1997, 34, 322.	3.0	78
36	Pulling the Plug to Stop the New Product Drain. <i>Journal of Marketing Research</i> , 1997, 34, 164.	3.0	124

#	ARTICLE	IF	CITATIONS
37	Using Market-Level Data to Understand Promotion Effects in a Nonlinear Model. Journal of Marketing Research, 1997, 34, 322-334.	3.0	114
38	Pulling the Plug to Stop the New Product Drain. Journal of Marketing Research, 1997, 34, 164-176.	3.0	186
39	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
40	Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels. Journal of Marketing Research, 1994, 31, 325-338.	3.0	42
41	Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation?. Journal of Marketing Research, 1994, 31, 159-172.	3.0	181
42	Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels. Journal of Marketing Research, 1994, 31, 325.	3.0	43
43	Salesforce compensation plans: An individual-level analysis. Marketing Letters, 1994, 5, 117-130.	1.9	31
44	Understanding managers' strategic decision-making process. Marketing Letters, 1994, 5, 413-426.	1.9	38
45	Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation?. Journal of Marketing Research, 1994, 31, 159.	3.0	167
46	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7.	3.0	1,482
47	A Look on the Cost Side: Market Share and the Competitive Environment. Marketing Science, 1993, 12, 144-166.	2.7	69
48	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7-27.	3.0	2,336
49	Environment, Market Share, and Market Power. Management Science, 1990, 36, 1160-1177.	2.4	120
50	The Role of Statistics in Accounting, Marketing, Finance, and Production. Journal of Business and Economic Statistics, 1988, 6, 261-272.	1.8	4
51	Cognitive Considerations in Designing Effective Labels for Presenting Risk Information. Journal of Public Policy and Marketing, 1986, 5, 1-28.	2.2	155
52	Salesforce Compensation Plans in Environments with Asymmetric Information. Marketing Science, 1986, 5, 179-198.	2.7	162
53	Nutrition Information in the Supermarket. Journal of Consumer Research, 1986, 13, 48.	3.5	248
54	Salesforce Compensation Plans: An Agency Theoretic Perspective. Marketing Science, 1985, 4, 267-291.	2.7	499

#	ARTICLE	IF	CITATIONS
55	An Industry Equilibrium Analysis of Downstream Vertical Integration. <i>Marketing Science</i> , 1983, 2, 161-191.	2.7	959
56	A Model of Consumer Information Search Behavior for New Automobiles. <i>Journal of Consumer Research</i> , 1983, 9, 366.	3.5	561
57	Exploiting Rank Ordered Choice Set Data within the Stochastic Utility Model. <i>Journal of Marketing Research</i> , 1982, 19, 288.	3.0	328
58	Exploiting Rank Ordered Choice Set Data within the Stochastic Utility Model. <i>Journal of Marketing Research</i> , 1982, 19, 288-301.	3.0	188
59	Judgment Based Marketing Decision Models: Problems and Possible Solutions. <i>Journal of Marketing</i> , 1981, 45, 13-23.	7.0	67
60	A Framework for Evaluating Consumer Information Regulation. <i>Journal of Marketing</i> , 1981, 45, 11-21.	7.0	85
61	Judgment Based Marketing Decision Models: Problems and Possible Solutions. <i>Journal of Marketing</i> , 1981, 45, 13.	7.0	59
62	A Framework for Evaluating Consumer Information Regulation. <i>Journal of Marketing</i> , 1981, 45, 11.	7.0	55
63	Judgment Based Marketing Decision Models: An Experimental Investigation of the Decision Calculus Approach. <i>Management Science</i> , 1979, 25, 251-263.	2.4	113
64	The Choice Process for Graduate Business Schools. <i>Journal of Marketing Research</i> , 1978, 15, 588.	3.0	55
65	The Effects of Consumer Education on Consumer Product Safety Behavior. <i>Journal of Consumer Research</i> , 1978, 5, 30.	3.5	29
66	The Choice Process for Graduate Business Schools. <i>Journal of Marketing Research</i> , 1978, 15, 588-598.	3.0	173
67	Models of Environmental Effects on the Development of IQ. <i>Journal of Educational Statistics</i> , 1976, 1, 181.	0.9	4
68	A proposal for handling missing data. <i>Psychometrika</i> , 1975, 40, 229-252.	1.2	97
69	Improving the metric quality of questionnaire data. <i>Psychometrika</i> , 1973, 38, 393-410.	1.2	18
70	Error in Judgmental Sales Forecasts: Theory and Results. <i>Journal of Marketing Research</i> , 1973, 10, 10-16.	3.0	8
71	Prepurchase Information Seeking for New Cars and Major Household Appliances. <i>Journal of Marketing Research</i> , 1972, 9, 249-257.	3.0	263
72	Multivariate Analysis of Differences in Buyer Decision Time. <i>Journal of Marketing Research</i> , 1971, 8, 192-198.	3.0	74

#	ARTICLE	IF	CITATIONS
73	Multivariate Analysis of Differences in Buyer Decision Time. <i>Journal of Marketing Research</i> , 1971, 8, 192.	3.0	55
74	A Note on Detection of Interaction. <i>Public Opinion Quarterly</i> , 1970, 34, 408.	0.9	1