

# A Parasuraman

## List of Publications by Year in descending order

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Version: 2024-02-01

49  
papers

51,244  
citations

71102

41  
h-index

214800

47  
g-index

49  
all docs

49  
docs citations

49  
times ranked

14554  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, 1985, 49, 41.	11.3	9,163
2	The Behavioral Consequences of Service Quality. Journal of Marketing, 1996, 60, 31.	11.3	5,646
3	A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, 1985, 49, 41-50.	11.3	5,496
4	The Behavioral Consequences of Service Quality. Journal of Marketing, 1996, 60, 31-46.	11.3	2,756
5	E-S-QUAL. Journal of Service Research, 2005, 7, 213-233.	12.2	2,736
6	Technology Readiness Index (Tri). Journal of Service Research, 2000, 2, 307-320.	12.2	1,992
7	Customer Experience Creation: Determinants, Dynamics and Management Strategies. Journal of Retailing, 2009, 85, 31-41.	6.2	1,987
8	The Nature and Determinants of Customer Expectations of Service. Journal of the Academy of Marketing Science, 1993, 21, 1-12.	11.2	1,769
9	Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. Journal of the Academy of Marketing Science, 2002, 30, 362-375.	11.2	1,654
10	Problems and Strategies in Services Marketing. Journal of Marketing, 1985, 49, 33-46.	11.3	1,584
11	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 1994, 58, 111.	11.3	1,560
12	The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. Journal of Marketing, 2002, 66, 120-141.	11.3	1,553
13	The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda. Journal of the Academy of Marketing Science, 2000, 28, 168-174.	11.2	1,204
14	Problems and Strategies in Services Marketing. Journal of Marketing, 1985, 49, 33.	11.3	1,194
15	The Roles of Price, Performance, and Expectations in Determining Satisfaction in Service Exchanges. Journal of Marketing, 1998, 62, 46-61.	11.3	1,143
16	The Influence of Store Environment on Quality Inferences and Store Image. Journal of the Academy of Marketing Science, 1994, 22, 328-339.	11.2	1,061
17	Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria. Journal of Retailing, 1994, 70, 201-230.	6.2	1,000
18	Communication and Control Processes in the Delivery of Service Quality. Journal of Marketing, 1988, 52, 35.	11.3	905

#	ARTICLE	IF	CITATIONS
19	Communication and Control Processes in the Delivery of Service Quality. Journal of Marketing, 1988, 52, 35-48.	11.3	859
20	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 1994, 58, 111-124.	11.3	755
21	An Updated and Streamlined Technology Readiness Index. Journal of Service Research, 2015, 18, 59-74.	12.2	673
22	Reflections on gaining competitive advantage through customer value. Journal of the Academy of Marketing Science, 1997, 25, 154-161.	11.2	625
23	More on improving service quality measurement. Journal of Retailing, 1993, 69, 140-147.	6.2	578
24	The Path to Customer Centricity. Journal of Service Research, 2006, 9, 113-124.	12.2	419
25	Quality counts in services, too. Business Horizons, 1985, 28, 44-52.	5.2	373
26	The Roles of Price, Performance, and Expectations in Determining Satisfaction in Service Exchanges. Journal of Marketing, 1998, 62, 46.	11.3	361
27	Perceived service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. Human Resource Management, 1991, 30, 335-364.	5.8	331
28	Marketing to and Serving Customers through the Internet: An Overview and Research Agenda. Journal of the Academy of Marketing Science, 2002, 30, 286-295.	11.2	231
29	Marketing Actions and the Value of Customer Assets. Journal of Service Research, 2002, 5, 39-54.	12.2	204
30	Customer service in business-to-business markets: an agenda for research. Journal of Business and Industrial Marketing, 1998, 13, 309-321.	3.0	198
31	Net-Based Customer Service Systems: Evolution and Revolution in Web Site Functionalities*. Decision Sciences, 2004, 35, 423-455.	4.5	136
32	The effects of the dimensions of technology readiness on technology acceptance: An empirical analysis. Journal of Interactive Marketing, 2008, 22, 19-39.	6.2	127
33	Developing successful technology-based services: the issue of identifying and involving innovative users. Journal of Services Marketing, 2006, 20, 288-297.	3.0	119
34	Opportunities for Innovation in the Delivery of Interactive Retail Services. Journal of Interactive Marketing, 2010, 24, 155-167.	6.2	109
35	Service productivity, quality and innovation. International Journal of Quality and Service Sciences, 2010, 2, 277-286.	2.4	94
36	Linking service design to value creation and service research. Journal of Service Management, 2016, 27, 21-29.	7.2	90

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37	Demographics, attitudes, and technology readiness. Marketing Intelligence and Planning, 2017, 35, 18-39.	3.5	84
38	A Mathematical Model of Service Failure and Recovery Strategies*. Decision Sciences, 2004, 35, 493-525.	4.5	81
39	Assessing and improving service performance for maximum impact: insights from a two-decade-long research journey. Performance Measurement and Metrics, 2004, 5, 45-52.	0.7	78
40	Succeeding in the Big Middle through technology. Journal of Retailing, 2005, 81, 107-111.	6.2	58
41	Invited Commentary" Modeling Opportunities in Service Recovery and Customer-Managed Interactions. Marketing Science, 2006, 25, 590-593.	4.1	48
42	The Fifth Industrial Revolution: How Harmonious Human-Machine Collaboration is Triggering a Retail and Service [R]evolution. Journal of Retailing, 2022, 98, 199-208.	6.2	47
43	A Design Theory Approach to Building Strategic Network-Based Customer Service Systems*. Decision Sciences, 2009, 40, 403-430.	4.5	41
44	Service firms need marketing skills. Business Horizons, 1983, 26, 28-31.	5.2	36
45	Understanding and Improving Service Quality: A Literature Review and Research Agenda. , 2002, , 339-369.		30
46	More than a feeling? Toward a theory of customer delight. Journal of Service Management, 2020, 32, 1-26.	7.2	21
47	An interdisciplinary approach to assessing the characteristics and sales potential of modern salespeople. Industrial Marketing Management, 2009, 38, 838-844.	6.7	18
48	More on the Prediction of Mail Survey Response Rates. Journal of Marketing Research, 1982, 19, 261-268.	4.8	17
49	Individual-level Determinants of Consumers' Adoption and Usage of Technological Innovations. Review of Marketing Research, 2006, , 151-176.	0.2	0