

# A Parasuraman

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

48  
papers

37,334  
citations

40  
h-index

49  
g-index

49  
ext. papers

41,483  
ext. citations

7.8  
avg, IF

7.32  
L-index

#	Paper	IF	Citations
48	More than a feeling? Toward a theory of customer delight. <i>Journal of Service Management</i> , <b>2020</b> , 32, 1-26	7.4	9
47	Demographics, attitudes, and technology readiness. <i>Marketing Intelligence and Planning</i> , <b>2017</b> , 35, 18-39	3.2	42
46	Linking service design to value creation and service research. <i>Journal of Service Management</i> , <b>2016</b> , 27, 21-29	7.4	58
45	An Updated and Streamlined Technology Readiness Index: TRI 2.0. <i>Journal of Service Research</i> , <b>2015</b> , 18, 59-74	6	347
44	Service productivity, quality and innovation. <i>International Journal of Quality and Service Sciences</i> , <b>2010</b> , 2, 277-286	1.9	76
43	Opportunities for Innovation in the Delivery of Interactive Retail Services. <i>Journal of Interactive Marketing</i> , <b>2010</b> , 24, 155-167	9.8	87
42	Customer Experience Creation: Determinants, Dynamics and Management Strategies. <i>Journal of Retailing</i> , <b>2009</b> , 85, 31-41	6.5	1482
41	An interdisciplinary approach to assessing the characteristics and sales potential of modern salespeople. <i>Industrial Marketing Management</i> , <b>2009</b> , 38, 838-844	6.9	12
40	A Design Theory Approach to Building Strategic Network-Based Customer Service Systems*. <i>Decision Sciences</i> , <b>2009</b> , 40, 403-430	3.7	34
39	The effects of the dimensions of technology readiness on technology acceptance: An empirical analysis. <i>Journal of Interactive Marketing</i> , <b>2008</b> , 22, 19-39	9.8	84
38	Invited Commentary Modeling Opportunities in Service Recovery and Customer-Managed Interactions. <i>Marketing Science</i> , <b>2006</b> , 25, 590-593	3.6	33
37	Developing successful technology-based services: the issue of identifying and involving innovative users. <i>Journal of Services Marketing</i> , <b>2006</b> , 20, 288-297	4	94
36	Individual-level Determinants of Consumers' Adoption and Usage of Technological Innovations. <i>Review of Marketing Research</i> , <b>2006</b> , 151-176	0.3	
35	The Path to Customer Centricity. <i>Journal of Service Research</i> , <b>2006</b> , 9, 113-124	6	328
34	E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality. <i>Journal of Service Research</i> , <b>2005</b> , 7, 213-233	6	1968
33	Succeeding in the Big Middle through technology. <i>Journal of Retailing</i> , <b>2005</b> , 81, 107-111	6.5	50
32	Assessing and improving service performance for maximum impact: insights from a two-decade-long research journey. <i>Performance Measurement and Metrics</i> , <b>2004</b> , 5, 45-52	0.9	57

31	A Mathematical Model of Service Failure and Recovery Strategies*. <i>Decision Sciences</i> , <b>2004</b> , 35, 493-525	3.7	61
30	Net-Based Customer Service Systems: Evolution and Revolution in Web Site Functionalities*. <i>Decision Sciences</i> , <b>2004</b> , 35, 423-455	3.7	114
29	Marketing to and serving customers through the internet: An overview and research agenda. <i>Journal of the Academy of Marketing Science</i> , <b>2002</b> , 30, 286-295	12.4	163
28	The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. <i>Journal of Marketing</i> , <b>2002</b> , 66, 120-141	11	1205
27	Service quality delivery through web sites: A critical review of extant knowledge. <i>Journal of the Academy of Marketing Science</i> , <b>2002</b> , 30, 362-375	12.4	1178
26	Marketing Actions and the Value of Customer Assets: A Framework for Customer Asset Management. <i>Journal of Service Research</i> , <b>2002</b> , 5, 39-54	6	158
25	The impact of technology on the quality-value-loyalty chain: A research agenda. <i>Journal of the Academy of Marketing Science</i> , <b>2000</b> , 28, 168-174	12.4	872
24	Technology Readiness Index (Tri): A Multiple-Item Scale to Measure Readiness to Embrace New Technologies. <i>Journal of Service Research</i> , <b>2000</b> , 2, 307-320	6	1328
23	Customer service in business-to-business markets: an agenda for research. <i>Journal of Business and Industrial Marketing</i> , <b>1998</b> , 13, 309-321	3	153
22	The Roles of Price, Performance, and Expectations in Determining Satisfaction in Service Exchanges. <i>Journal of Marketing</i> , <b>1998</b> , 62, 46	11	242
21	The Roles of Price, Performance, and Expectations in Determining Satisfaction in Service Exchanges. <i>Journal of Marketing</i> , <b>1998</b> , 62, 46-61	11	1029
20	Reflections on gaining competitive advantage through customer value. <i>Journal of the Academy of Marketing Science</i> , <b>1997</b> , 25, 154-161	12.4	493
19	The Behavioral Consequences of Service Quality. <i>Journal of Marketing</i> , <b>1996</b> , 60, 31	11	4241
18	The Behavioral Consequences of Service Quality. <i>Journal of Marketing</i> , <b>1996</b> , 60, 31-46	11	2010
17	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. <i>Journal of Marketing</i> , <b>1994</b> , 58, 111-124	11	640
16	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. <i>Journal of Marketing</i> , <b>1994</b> , 58, 111	11	1044
15	The influence of store environment on quality inferences and store image. <i>Journal of the Academy of Marketing Science</i> , <b>1994</b> , 22, 328-339	12.4	833
14	Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria. <i>Journal of Retailing</i> , <b>1994</b> , 70, 201-230	6.5	790

13	More on improving service quality measurement. <i>Journal of Retailing</i> , <b>1993</b> , 69, 140-147	6.5	439
12	The nature and determinants of customer expectations of service. <i>Journal of the Academy of Marketing Science</i> , <b>1993</b> , 21, 1-12	12.4	1315
11	Perceived service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. <i>Human Resource Management</i> , <b>1991</b> , 30, 335-364	4.8	253
10	Communication and Control Processes in the Delivery of Service Quality. <i>Journal of Marketing</i> , <b>1988</b> , 52, 35	11	645
9	Communication and Control Processes in the Delivery of Service Quality. <i>Journal of Marketing</i> , <b>1988</b> , 52, 35-48	11	756
8	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , <b>1985</b> , 49, 41-50	11	4285
7	Problems and Strategies in Services Marketing. <i>Journal of Marketing</i> , <b>1985</b> , 49, 33-46	11	1237
6	Problems and Strategies in Services Marketing. <i>Journal of Marketing</i> , <b>1985</b> , 49, 33	11	1024
5	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , <b>1985</b> , 49, 41	11	5711
4	Quality counts in services, too. <i>Business Horizons</i> , <b>1985</b> , 28, 44-52	10.1	290
3	Service firms need marketing skills. <i>Business Horizons</i> , <b>1983</b> , 26, 28-31	10.1	31
2	More on the Prediction of Mail Survey Response Rates. <i>Journal of Marketing Research</i> , <b>1982</b> , 19, 261-268	5.2	15
1	Understanding and Improving Service Quality: A Literature Review and Research Agenda	339-369	17