

Alison Watkins

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11643901/publications.pdf>

Version: 2024-02-01

13
papers

150
citations

1163117

8
h-index

1199594

12
g-index

13
all docs

13
docs citations

13
times ranked

145
citing authors

#	ARTICLE	IF	CITATIONS
1	Evolutionary test data generation: a comparison of fitness functions. <i>Software - Practice and Experience</i> , 2006, 36, 95-116.	3.6	26
2	A simulation of moral behavior within marketing exchange relationships. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 417-429.	11.2	24
3	How honest are the signals? A protocol for validating wearable sensors. <i>Behavior Research Methods</i> , 2018, 50, 57-83.	4.0	20
4	A simulation of business-to-business decision making in a relationship marketing context. <i>Industrial Marketing Management</i> , 2009, 38, 994-1005.	6.7	17
5	The profit implications of altruistic versus egoistic orientations for business-to-business exchanges. <i>International Journal of Research in Marketing</i> , 2009, 26, 52-59.	4.2	10
6	Evolving Complex Organizational Structures in New and Unpredictable Environments. <i>Journal of Business Research</i> , 2000, 47, 27-33.	10.2	9
7	The evolution of cooperative hierarchies through natural selection processes. <i>Journal of Bioeconomics</i> , 2010, 12, 29-42.	3.3	9
8	A Data Snapshot Approach for Making Real-Time Predictions in Basketball. <i>Big Data</i> , 2018, 6, 96-112.	3.4	9
9	â€˜The Impact of Personal and Organizational Moral Philosophies on Marketing Exchange Relationships: A Simulation Using the Prisonerâ€™s Dilemma Gameâ€™. <i>Journal of Business Ethics</i> , 2005, 62, 253-265.	6.0	8
10	Clusters of entrepreneurs. <i>Journal of Modelling in Management</i> , 2006, 1, 255-269.	1.9	7
11	Morality in marketing: Oxymoron or good business practice?. <i>Journal of Business Research</i> , 2011, 64, 922-927.	10.2	5
12	Predicting the point spread in professional basketball in real time: a data snapshot approach. <i>Journal of Business Analytics</i> , 2019, 2, 63-73.	2.7	4
13	A 4D natural selection model illuminates the enigma of altruism in the Shedao pit viper. <i>Journal of Bioeconomics</i> , 2011, 13, 17-29.	3.3	2