

Claes Fornell

List of Publications by Year in descending order

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Version: 2024-02-01

69
papers

115,212
citations

57758

44
h-index

123424

61
g-index

71
all docs

71
docs citations

71
times ranked

35498
citing authors

#	ARTICLE	IF	CITATIONS
1	Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 1981, 18, 39-50.	4.8	51,873
2	Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 1981, 18, 39.	4.8	26,728
3	Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. Journal of Marketing Research, 1981, 18, 382-388.	4.8	8,250
4	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. Journal of Marketing, 1994, 58, 53.	11.3	2,684
5	A National Customer Satisfaction Barometer: The Swedish Experience. Journal of Marketing, 1992, 56, 6-21.	11.3	2,554
6	A National Customer Satisfaction Barometer: The Swedish Experience. Journal of Marketing, 1992, 56, 6.	11.3	2,522
7	Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory. Journal of Marketing Research, 1982, 19, 440-452.	4.8	2,400
8	The American Customer Satisfaction Index: Nature, Purpose, and Findings. Journal of Marketing, 1996, 60, 7.	11.3	2,395
9	The American Customer Satisfaction Index: Nature, Purpose, and Findings. Journal of Marketing, 1996, 60, 7-18.	11.3	2,237
10	Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory. Journal of Marketing Research, 1982, 19, 440.	4.8	1,822
11	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. Journal of Marketing, 1994, 58, 53-66.	11.3	1,486
12	Customer Satisfaction and Shareholder Value. Journal of Marketing, 2004, 68, 172-185.	11.3	987
13	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. Marketing Science, 1997, 16, 129-145.	4.1	983
14	Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis. Journal of Marketing Research, 1987, 24, 337-346.	4.8	871
15	A framework for comparing customer satisfaction across individuals and product categories. Journal of Economic Psychology, 1991, 12, 267-286.	2.2	618
16	Customer Satisfaction and Stock Prices: High Returns, Low Risk. Journal of Marketing, 2006, 70, 3-14.	11.3	568
17	Why Do Customer Relationship Management Applications Affect Customer Satisfaction?. Journal of Marketing, 2005, 69, 201-209.	11.3	550
18	Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis. Journal of Marketing Research, 1987, 24, 337.	4.8	530

#	ARTICLE	IF	CITATIONS
19	Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework. <i>Journal of Consumer Research</i> , 1995, 21, 695.	5.1	426
20	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305-317.	4.8	410
21	Foundations of the American Customer Satisfaction Index. <i>Total Quality Management and Business Excellence</i> , 2000, 11, 869-882.	0.5	357
22	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305.	4.8	330
23	A Model for Customer Complaint Management. <i>Marketing Science</i> , 1988, 7, 287-298.	4.1	264
24	Issues in the Application of Covariance Structure Analysis: A Comment. <i>Journal of Consumer Research</i> , 1983, 9, 443.	5.1	262
25	Are market pioneers intrinsically stronger than later entrants?. <i>Strategic Management Journal</i> , 1992, 13, 609-624.	7.3	259
26	Customer Satisfaction and Stock Prices: High Returns, Low Risk. <i>Journal of Marketing</i> , 2006, 70, 3-14.	11.3	216
27	The Vicious Circle of Consumer Complaints. <i>Journal of Marketing</i> , 1984, 48, 68-78.	11.3	206
28	The Effect of Customer Satisfaction on Consumer Spending Growth. <i>Journal of Marketing Research</i> , 2010, 47, 28-35.	4.8	193
29	The Cooperative Venture Formation Process: A Latent Variable Structural Modeling Approach. <i>Management Science</i> , 1990, 36, 1246-1255.	4.1	168
30	Reexamining the Market Share–Customer Satisfaction Relationship. <i>Journal of Marketing</i> , 2013, 77, 1-20.	11.3	156
31	Canonical Correlation Analysis As A Special Case Of A Structural Relations Model. <i>Multivariate Behavioral Research</i> , 1981, 16, 437-454.	3.1	144
32	Designing Web Sites for Customer Loyalty Across Business Domains: A Multilevel Analysis. <i>Journal of Management Information Systems</i> , 2006, 23, 97-127.	4.3	137
33	Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible. <i>Journal of Marketing</i> , 2016, 80, 92-107.	11.3	122
34	Assumptions of the Two-Step Approach to Latent Variable Modeling. <i>Sociological Methods and Research</i> , 1992, 20, 291-320.	6.8	121
35	Expectations, perceived performance, and customer satisfaction for a complex service: The case of bank loans. <i>Journal of Economic Psychology</i> , 1996, 17, 163-182.	2.2	109
36	The Quality of Economic Output: Empirical Generalizations About Its Distribution and Relationship to Market Share. <i>Marketing Science</i> , 1995, 14, G203-G211.	4.1	108

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37	Industrial Organization and Consumer Satisfaction/Dissatisfaction. Journal of Consumer Research, 1983, 9, 403.	5.1	100
38	The Relationship between Advertising and Product Quality over the Product Life Cycle: A Contingency Theory. Journal of Marketing Research, 1988, 25, 64-71.	4.8	98
39	Patterns of Information Source usage among Durable Goods Buyers. Journal of Marketing Research, 1979, 16, 303-312.	4.8	96
40	Do managers know what their customers think and why?. Journal of the Academy of Marketing Science, 2017, 45, 37-54.	11.2	91
41	The Nature and Methodological Implications of the Cognitive Representation of Products. Journal of Consumer Research, 1987, 14, 214.	5.1	82
42	Commentaryâ€”The Economic and Statistical Significance of Stock Returns on Customer Satisfaction. Marketing Science, 2009, 28, 820-825.	4.1	67
43	Consumption Experience and Sales Promotion Expenditure. Management Science, 1985, 31, 1084-1105.	4.1	65
44	Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handlingâ€”Customer Loyalty Relationship. Journal of Marketing, 2020, 84, 79-99.	11.3	53
45	Differentiation as a basis for explaining customer satisfaction across industries. Journal of Economic Psychology, 1993, 14, 681-696.	2.2	45
46	Direct regression, reverse regression, and covariance structure analysis. Marketing Letters, 1991, 2, 309-320.	2.9	42
47	Quality and Productivity: Contradictory<i> and</i> Complementary. Quality Management Journal, 1996, 4, 22-39.	1.4	42
48	Research Noteâ€”Information Technology, Customer Satisfaction, and Profit: Theory and Evidence. Information Systems Research, 2016, 27, 166-181.	3.7	40
49	RESTORING THE PRINCIPLE OF MINIMUM DIFFERENTIATION IN PRODUCT POSITIONING. Journal of Economics and Management Strategy, 1992, 1, 475-505.	0.8	31
50	Assumptions of the Two-Step Approach. Sociological Methods and Research, 1992, 20, 334-339.	6.8	26
51	The statistical significance of portfolio returns. International Journal of Research in Marketing, 2009, 26, 162-163.	4.2	26
52	Attribute abstraction, feature-dimensionality, and the scaling of product similarities. International Journal of Research in Marketing, 1992, 9, 131-147.	4.2	25
53	External Single-Set Components Analysis Of Multiple Criterion/Multiple Predictor Variables. Multivariate Behavioral Research, 1979, 14, 323-338.	3.1	21
54	Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson. Journal of Marketing Research, 1984, 21, 113-117.	4.8	20

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55	Increasing the Organizational Influence of Corporate Consumer Affairs Departments. Journal of Consumer Affairs, 1981, 15, 191-213.	2.3	18
56	A Test of Two Consumer Response Scales in Advertising. Journal of Marketing Research, 1985, 22, 447-452.	4.8	18
57	Corporate consumer affairs departments – A communications perspective. Zeitschrift für Verbraucherpolitik/Journal of Consumer Policy, 1978, 2, 289-302.	0.3	16
58	Effect of Information Technology Investments on Customer Satisfaction: Theory and Evidence. SSRN Electronic Journal, 0, , .	0.4	11
59	Does Offshoring Impact Customer Satisfaction?. SSRN Electronic Journal, 0, , .	0.4	10
60	The Reign of the Customer. , 2020, , .		9
61	Problems in the Interpretation of Canonical Analysis: The Case of Power in Distributive Channels. Journal of Marketing Research, 1978, 15, 489-491.	4.8	6
62	How Does Customer Service Offshoring Impact Customer Satisfaction?. Journal of Computer Information Systems, 2020, 60, 569-582.	2.9	6
63	Modeling Distance Structures in Consumer Research: Scale Versus Order in Validity Assessment. Journal of Consumer Research, 1990, 16, 479.	5.1	4
64	Defining Customer Satisfaction: A Strategic Company Asset?. , 2020, , 1-24.		2
65	Satisfied Customers: An Asset Driving Financial Performance. , 2020, , 139-154.		2
66	Customer Expectations: What Do Your Customers Demand?. , 2020, , 25-39.		1
67	ACSI: Is Satisfaction Guaranteed?. , 2020, , 71-96.		0
68	Perceived Quality: Does Performance Matter?. , 2020, , 41-55.		0
69	Customer Loyalty: Hey, Stick Around for a While!. , 2020, , 117-138.		0