RESEARCH & PUBLICATIONS

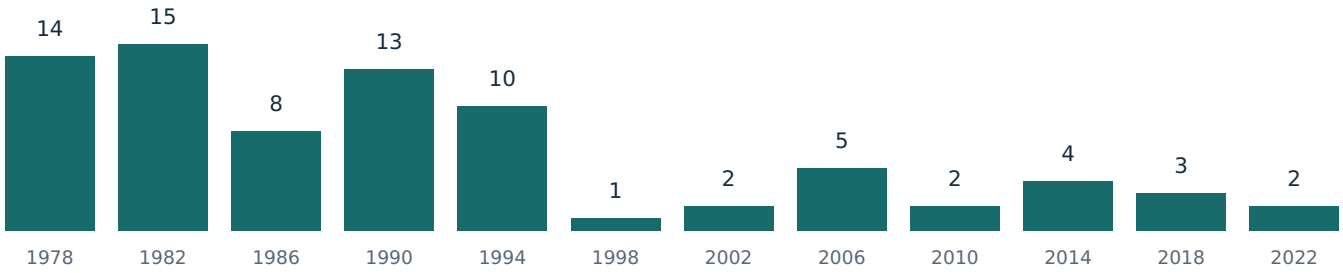
Claes Fornell

A publication record at a glance

79	142,708	49
ARTICLES	CITATIONS	h-INDEX

PUBLICATION ACTIVITY

Articles grouped into 4-year periods



MOST CITED IN THIS LIST

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error — 76,515

1981 Journal of Marketing Research

Evaluating Structural Equation Models With Unobservable Variables and Measurement Error — 31,618

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Structural Equation Models With Unobservable Variables and Measurement Error: Algebra and Statistics — 4,299

1981 Journal of Marketing Research

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2023

01 The American Customer Satisfaction Index (ACSI): A Sample Dataset and Description

Data in Brief · 48, 109123

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33 citations

2022

02 Customer Satisfaction and International Business: A Multidisciplinary Review and Avenues for Research

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35 citations

2020

03 How Does Customer Service Offshoring Impact Customer Satisfaction?

Journal of Computer Information Systems · 60, 569-582

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8 citations

04 Turning Complaining Customers Into Loyal Customers: Moderators of the Complaint Handling–Customer Loyalty Relationship

Journal of Marketing · 84, 79-99

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93 citations

05 The Reign of the Customer

Journal unavailable

https://exaly.com/article/83513781

20 citations

2017

06 Do Managers Know What Their Customers Think and Why?

Journal of the Academy of Marketing Science · 45, 37-54

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102 citations

2016

07 Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible

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08 An Abnormally Abnormal Intangible: Stock Returns on Customer Satisfaction

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10 **Reexamining the Market Share–Customer Satisfaction Relationship** — 179 citations

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11 **The Effect of Customer Satisfaction on Consumer Spending Growth** — 205 citations

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12 **Commentary—The Economic and Statistical Significance of Stock Returns on Customer Satisfaction** — 60 citations

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13 **The Statistical Significance of Portfolio Returns** — 23 citations

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14 **Customer Satisfaction and Stock Prices: High Returns, Low Risk** — 268 citations

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26 **Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework** — 451 citations

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27 **Customer Satisfaction, Market Share, and Profitability: Findings From Sweden** — 1,685 citations

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33 **A National Customer Satisfaction Barometer: The Swedish Experience** — 2,471 citations

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36 **Restoring the Principle of Minimum Differentiation in Product Positioning** — 27 citations
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37 **Are Market Pioneers Intrinsically Stronger Than Later Entrants?** — 235 citations
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38 **A Framework for Comparing Customer Satisfaction Across Individuals and Product Categories** — 632 citations
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39 **Direct Regression, Reverse Regression, and Covariance Structure Analysis** — 43 citations
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41 **Modeling Distance Structures in Consumer Research: Scale Versus Order in Validity Assessment** — 4 citations
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42 **The Cooperative Venture Formation Process: A Latent Variable Structural Modeling Approach** — 165 citations
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43 Incorporating Prior Theory in Covariance Structure Analysis: A Bayesian Approach — 31 citations
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59 **A Second Generation of Multivariate Analysis: Methods, Volume I**
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61 **Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson**
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63 **Industrial Organization and Consumer Satisfaction/Dissatisfaction**
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72 **The Use of Canonical Correlation Analysis in Accounting Research**
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