

Claes Fornell

List of Publications by Year in descending order

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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	How Does Customer Service Offshoring Impact Customer Satisfaction?. Journal of Computer Information Systems, 2020, 60, 569-582.	2.9	6
2	Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handlingâ€“Customer Loyalty Relationship. Journal of Marketing, 2020, 84, 79-99.	11.3	53
3	The Reign of the Customer. , 2020, , .		9
4	Defining Customer Satisfaction: A Strategic Company Asset?. , 2020, , 1-24.		2
5	ACSI: Is Satisfaction Guaranteed?. , 2020, , 71-96.		0
6	Customer Expectations: What Do Your Customers Demand?. , 2020, , 25-39.		1
7	Perceived Quality: Does Performance Matter?. , 2020, , 41-55.		0
8	Customer Loyalty: Hey, Stick Around for a While!. , 2020, , 117-138.		0
9	Satisfied Customers: An Asset Driving Financial Performance. , 2020, , 139-154.		2
10	Do managers know what their customers think and why?. Journal of the Academy of Marketing Science, 2017, 45, 37-54.	11.2	91
11	Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible. Journal of Marketing, 2016, 80, 92-107.	11.3	122
12	Research Noteâ€”Information Technology, Customer Satisfaction, and Profit: Theory and Evidence. Information Systems Research, 2016, 27, 166-181.	3.7	40
13	Reexamining the Market Shareâ€“Customer Satisfaction Relationship. Journal of Marketing, 2013, 77, 1-20.	11.3	156
14	The Effect of Customer Satisfaction on Consumer Spending Growth. Journal of Marketing Research, 2010, 47, 28-35.	4.8	193
15	Commentaryâ€”The Economic and Statistical Significance of Stock Returns on Customer Satisfaction. Marketing Science, 2009, 28, 820-825.	4.1	67
16	The statistical significance of portfolio returns. International Journal of Research in Marketing, 2009, 26, 162-163.	4.2	26
17	Customer Satisfaction and Stock Prices: High Returns, Low Risk. Journal of Marketing, 2006, 70, 3-14.	11.3	216
18	Designing Web Sites for Customer Loyalty Across Business Domains: A Multilevel Analysis. Journal of Management Information Systems, 2006, 23, 97-127.	4.3	137

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19	Customer Satisfaction and Stock Prices: High Returns, Low Risk. <i>Journal of Marketing</i> , 2006, 70, 3-14.	11.3	568
20	Why Do Customer Relationship Management Applications Affect Customer Satisfaction?. <i>Journal of Marketing</i> , 2005, 69, 201-209.	11.3	550
21	Customer Satisfaction and Shareholder Value. <i>Journal of Marketing</i> , 2004, 68, 172-185.	11.3	987
22	Foundations of the American Customer Satisfaction Index. <i>Total Quality Management and Business Excellence</i> , 2000, 11, 869-882.	0.5	357
23	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. <i>Marketing Science</i> , 1997, 16, 129-145.	4.1	983
24	The American Customer Satisfaction Index: Nature, Purpose, and Findings. <i>Journal of Marketing</i> , 1996, 60, 7.	11.3	2,395
25	Quality and Productivity: Contradictory and Complementary. <i>Quality Management Journal</i> , 1996, 4, 22-39.	1.4	42
26	The American Customer Satisfaction Index: Nature, Purpose, and Findings. <i>Journal of Marketing</i> , 1996, 60, 7-18.	11.3	2,237
27	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
28	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
29	Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework. <i>Journal of Consumer Research</i> , 1995, 21, 695.	5.1	426
30	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. <i>Journal of Marketing</i> , 1994, 58, 53-66.	11.3	1,486
31	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. <i>Journal of Marketing</i> , 1994, 58, 53.	11.3	2,684
32	Differentiation as a basis for explaining customer satisfaction across industries. <i>Journal of Economic Psychology</i> , 1993, 14, 681-696.	2.2	45
33	Assumptions of the Two-Step Approach to Latent Variable Modeling. <i>Sociological Methods and Research</i> , 1992, 20, 291-320.	6.8	121
34	Assumptions of the Two-Step Approach. <i>Sociological Methods and Research</i> , 1992, 20, 334-339.	6.8	26
35	A National Customer Satisfaction Barometer: The Swedish Experience. <i>Journal of Marketing</i> , 1992, 56, 6.	11.3	2,522
36	Attribute abstraction, feature-dimensionality, and the scaling of product similarities. <i>International Journal of Research in Marketing</i> , 1992, 9, 131-147.	4.2	25

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37	A National Customer Satisfaction Barometer: The Swedish Experience. <i>Journal of Marketing</i> , 1992, 56, 6-21.	11.3	2,554
38	RESTORING THE PRINCIPLE OF MINIMUM DIFFERENTIATION IN PRODUCT POSITIONING. <i>Journal of Economics and Management Strategy</i> , 1992, 1, 475-505.	0.8	31
39	Are market pioneers intrinsically stronger than later entrants?. <i>Strategic Management Journal</i> , 1992, 13, 609-624.	7.3	259
40	A framework for comparing customer satisfaction across individuals and product categories. <i>Journal of Economic Psychology</i> , 1991, 12, 267-286.	2.2	618
41	Direct regression, reverse regression, and covariance structure analysis. <i>Marketing Letters</i> , 1991, 2, 309-320.	2.9	42
42	Modeling Distance Structures in Consumer Research: Scale Versus Order in Validity Assessment. <i>Journal of Consumer Research</i> , 1990, 16, 479.	5.1	4
43	The Cooperative Venture Formation Process: A Latent Variable Structural Modeling Approach. <i>Management Science</i> , 1990, 36, 1246-1255.	4.1	168
44	A Model for Customer Complaint Management. <i>Marketing Science</i> , 1988, 7, 287-298.	4.1	264
45	The Relationship between Advertising and Product Quality over the Product Life Cycle: A Contingency Theory. <i>Journal of Marketing Research</i> , 1988, 25, 64-71.	4.8	98
46	The Nature and Methodological Implications of the Cognitive Representation of Products. <i>Journal of Consumer Research</i> , 1987, 14, 214.	5.1	82
47	Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis. <i>Journal of Marketing Research</i> , 1987, 24, 337.	4.8	530
48	Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis. <i>Journal of Marketing Research</i> , 1987, 24, 337-346.	4.8	871
49	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305-317.	4.8	410
50	A Test of Two Consumer Response Scales in Advertising. <i>Journal of Marketing Research</i> , 1985, 22, 447-452.	4.8	18
51	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305.	4.8	330
52	Consumption Experience and Sales Promotion Expenditure. <i>Management Science</i> , 1985, 31, 1084-1105.	4.1	65
53	The Vicious Circle of Consumer Complaints. <i>Journal of Marketing</i> , 1984, 48, 68-78.	11.3	206
54	Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson. <i>Journal of Marketing Research</i> , 1984, 21, 113-117.	4.8	20

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55	Issues in the Application of Covariance Structure Analysis: A Comment. Journal of Consumer Research, 1983, 9, 443.	5.1	262
56	Industrial Organization and Consumer Satisfaction/Dissatisfaction. Journal of Consumer Research, 1983, 9, 403.	5.1	100
57	Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory. Journal of Marketing Research, 1982, 19, 440.	4.8	1,822
58	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
59	Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 1981, 18, 39.	4.8	26,728
60	Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. Journal of Marketing Research, 1981, 18, 382-388.	4.8	8,250
61	Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 1981, 18, 39-50.	4.8	51,873
62	Canonical Correlation Analysis As A Special Case Of A Structural Relations Model. Multivariate Behavioral Research, 1981, 16, 437-454.	3.1	144
63	Increasing the Organizational Influence of Corporate Consumer Affairs Departments. Journal of Consumer Affairs, 1981, 15, 191-213.	2.3	18
64	Patterns of Information Source usage among Durable Goods Buyers. Journal of Marketing Research, 1979, 16, 303-312.	4.8	96
65	External Single-Set Components Analysis Of Multiple Criterion/Multiple Predictor Variables. Multivariate Behavioral Research, 1979, 14, 323-338.	3.1	21
66	Corporate consumer affairs departments – A communications perspective. Zeitschrift für Verbraucherpolitik/Journal of Consumer Policy, 1978, 2, 289-302.	0.3	16
67	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
68	Does Offshoring Impact Customer Satisfaction?. SSRN Electronic Journal, 0, , .	0.4	10
69	Effect of Information Technology Investments on Customer Satisfaction: Theory and Evidence. SSRN Electronic Journal, 0, , .	0.4	11