

Elten Briggs

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12080913/publications.pdf>

Version: 2024-02-01

18
papers

537
citations

623734

14
h-index

839539

18
g-index

18
all docs

18
docs citations

18
times ranked

440
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 1 | Identification Effects on Advertising Response: The Moderating Role of Involvement. <i>Journal of Advertising</i> , 2007, 36, 97-108. | 6.6 | 63 |
| 2 | ENGAGEMENT WITH SOCIAL MEDIA CONTENT: A QUALITATIVE EXPLORATION. <i>Journal of Marketing Theory and Practice</i> , 2018, 26, 4-22. | 4.3 | 63 |
| 3 | Service Performance—Loyalty Intentions Link in a Business-to-Business Context: The Role of Relational Exchange Outcomes and Customer Characteristics. <i>Journal of Service Research</i> , 2010, 13, 37-51. | 12.2 | 62 |
| 4 | The Influences of Ethical Climate and Organization Identity Comparisons on Salespeople and their Job Performance. <i>Journal of Personal Selling and Sales Management</i> , 2012, 32, 421-436. | 2.8 | 52 |
| 5 | Investigating the influence of velocity performance on satisfaction with third party logistics service. <i>Industrial Marketing Management</i> , 2010, 39, 640-649. | 6.7 | 47 |
| 6 | Tell me a story: The role of narrative transportation and the C-suite in B2B advertising. <i>Industrial Marketing Management</i> , 2020, 89, 605-618. | 6.7 | 34 |
| 7 | Shared ethnicity effects on service encounters: A study across three U.S. subcultures. <i>Journal of Business Research</i> , 2013, 66, 314-320. | 10.2 | 31 |
| 8 | Does Hispanic—targeted advertising work for services?. <i>Journal of Services Marketing</i> , 2005, 19, 150-156. | 3.0 | 28 |
| 9 | A framework of satisfaction for continually delivered business services. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 112-122. | 3.0 | 19 |
| 10 | Salesperson time perspectives and customer willingness to pay more: roles of intraorganizational employee navigation, customer satisfaction, and firm innovation climate. <i>Journal of Personal Selling and Sales Management</i> , 2019, 39, 138-158. | 2.8 | 19 |
| 11 | The emotional side of organizational decision-making: examining the influence of messaging in fostering positive outcomes for the brand. <i>European Journal of Marketing</i> , 2020, 54, 1609-1640. | 2.9 | 18 |
| 12 | Explicating customer orientation's influence on frontline employee satisfaction. <i>Service Industries Journal</i> , 2015, 35, 133-151. | 8.3 | 17 |
| 13 | Perceived barriers to career advancement and organizational commitment in sales. <i>Journal of Business Research</i> , 2012, 65, 937-943. | 10.2 | 16 |
| 14 | The Role of Frontline Employees—Competitive Intelligence and Intraorganizational Social Capital in Driving Customer Outcomes. <i>Journal of Service Research</i> , 2021, 24, 269-283. | 12.2 | 16 |
| 15 | How Do Differing Community Engagement Strategies Affect Consumer Responses to a Retailer?. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 109-127. | 4.3 | 15 |
| 16 | Contrasting effects of salespeople—emotion appraisal ability in a transaction-oriented environment. <i>Journal of Business and Industrial Marketing</i> , 2018, 33, 84-94. | 3.0 | 15 |
| 17 | Patronage in continually delivered business service contexts. <i>Journal of Business Research</i> , 2007, 60, 1144-1151. | 10.2 | 12 |
| 18 | The Development of Core Retailer Community Functions. <i>Journal of Marketing Theory and Practice</i> , 2013, 21, 243-256. | 4.3 | 10 |