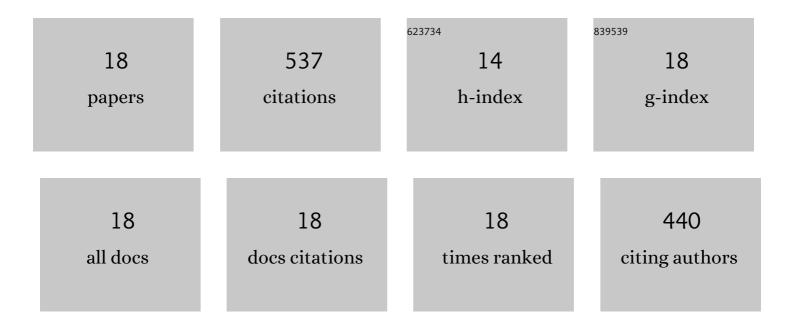
## Elten Briggs

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/12080913/publications.pdf Version: 2024-02-01



FITEN RDICCS

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