

Gerald Zaltman

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12125052/publications.pdf>

Version: 2024-02-01

25
papers

6,445
citations

471509
17
h-index

642732
23
g-index

25
all docs

25
docs citations

25
times ranked

3177
citing authors

#	ARTICLE	IF	CITATIONS
1	Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations. <i>Journal of Marketing Research</i> , 1992, 29, 314-328.	4.8	2,417
2	Factors Affecting Trust in Market Research Relationships. <i>Journal of Marketing</i> , 1993, 57, 81-101.	11.3	1,890
3	Factors Affecting the Use of Market Research Information: A Path Analysis. <i>Journal of Marketing Research</i> , 1982, 19, 14-31.	4.8	422
4	Rethinking Market Research: Putting People Back In. <i>Journal of Marketing Research</i> , 1997, 34, 424-437.	4.8	365
5	Factors Affecting the Use of Market Research Information: A Path Analysis. <i>Journal of Marketing Research</i> , 1982, 19, 14.	4.8	264
6	A Theories-in-Use Approach to Building Marketing Theory. <i>Journal of Marketing</i> , 2020, 84, 32-51.	11.3	206
7	A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use. <i>Journal of Marketing Research</i> , 1984, 21, 32-38.	4.8	127
8	A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use. <i>Journal of Marketing Research</i> , 1984, 21, 32.	4.8	110
9	A Comparison of Factors Affecting Use of Marketing Information in Consumer and Industrial Firms. <i>Journal of Marketing Research</i> , 1987, 24, 114-118.	4.8	100
10	Consumer Researchers: Take A Hike!. <i>Journal of Consumer Research</i> , 2000, 26, 423-428.	5.1	98
11	Influence Strategies in Buying Centers. <i>Journal of Marketing</i> , 1995, 59, 71-82.	11.3	93
12	Influence Strategies in Buying Centers. <i>Journal of Marketing</i> , 1995, 59, 71.	11.3	93
13	Measuring multiple buying influences. <i>Industrial Marketing Management</i> , 1988, 17, 197-204.	6.7	63
14	Organizational buying behavior: Hypotheses and directions. <i>Industrial Marketing Management</i> , 1977, 6, 53-60.	6.7	57
15	Knowledge Utilization as Planned Social Change. <i>Knowledge</i> , 1979, 1, 82-105.	0.6	44
16	Marketing's forthcoming Age of imagination. <i>AMS Review</i> , 2016, 6, 99-115.	2.5	21
17	Patterns of Research Use in Private and Public Sectors. <i>Knowledge</i> , 1983, 4, 561-575.	0.6	19
18	Barriers to advancing the science and practice of marketing. <i>Journal of Marketing Management</i> , 2017, 33, 893-908.	2.3	18

#	ARTICLE	IF	CITATIONS
19	A note on an international invisible college for information exchange. Journal of the Association for Information Science and Technology, 1974, 25, 113-117.	1.0	10
20	Are You Mistaking Facts for Insights?. Journal of Advertising Research, 2014, 54, 373-376.	2.1	9
21	Toward a New Marketing Science for Hospitality Managers. Cornell Hospitality Quarterly, 2015, 56, 337-344.	3.8	9
22	The dissemination of task and socioemotional information in an international community of scientists. Journal of the Association for Information Science and Technology, 1972, 23, 225-236.	1.0	8
23	Lessons Learned during a Career. Review of Marketing Research, 2011, , 317-343.	0.2	2
24	Communication Networks in a Developing Science. Simulation & Games, 1975, 6, 3-38.	0.1	0
25	Les stratégies d'influence dans les centres d'achat. Recherche Et Applications En Marketing, 1996, 11, 49-67.	0.5	0