

Gerald Zaltman

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

25
papers

5,347
citations

16
h-index

25
g-index

25
ext. papers

5,819
ext. citations

5.5
avg, IF

5.41
L-index

#	Paper	IF	Citations
25	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	5.2	2099
24	Factors Affecting Trust in Market Research Relationships. <i>Journal of Marketing</i> , 1993 , 57, 81-101	11	1634
23	Factors Affecting the Use of Market Research Information: A Path Analysis. <i>Journal of Marketing Research</i> , 1982 , 19, 14-31	5.2	296
22	Rethinking Market Research: Putting People Back In. <i>Journal of Marketing Research</i> , 1997 , 34, 424-437	5.2	284
21	Factors Affecting the Use of Market Research Information: A Path Analysis. <i>Journal of Marketing Research</i> , 1982 , 19, 14	5.2	245
20	A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use. <i>Journal of Marketing Research</i> , 1984 , 21, 32-38	5.2	104
19	A Theories-in-Use Approach to Building Marketing Theory. <i>Journal of Marketing</i> , 2020 , 84, 32-51	11	91
18	Influence Strategies in Buying Centers. <i>Journal of Marketing</i> , 1995 , 59, 71	11	89
17	Consumer Researchers: Take A Hike!. <i>Journal of Consumer Research</i> , 2000 , 26, 423-428	6.3	77
16	A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use. <i>Journal of Marketing Research</i> , 1984 , 21, 32	5.2	77
15	A Comparison of Factors Affecting Use of Marketing Information in Consumer and Industrial Firms. <i>Journal of Marketing Research</i> , 1987 , 24, 114-118	5.2	74
14	Influence Strategies in Buying Centers. <i>Journal of Marketing</i> , 1995 , 59, 71-82	11	68
13	Measuring multiple buying influences. <i>Industrial Marketing Management</i> , 1988 , 17, 197-204	6.9	54
12	Organizational buying behavior: Hypotheses and directions. <i>Industrial Marketing Management</i> , 1977 , 6, 53-60	6.9	51
11	Knowledge Utilization as Planned Social Change. <i>Knowledge</i> , 1979 , 1, 82-105		32
10	Patterns of Research Use in Private and Public Sectors. <i>Knowledge</i> , 1983 , 4, 561-575		18
9	Marketing's forthcoming Age of imagination. <i>AMS Review</i> , 2016 , 6, 99-115	3	14

8	Barriers to advancing the science and practice of marketing. <i>Journal of Marketing Management</i> , 2017 , 33, 893-908	3.2	11
7	A note on an international invisible college for information exchange. <i>Journal of the Association for Information Science and Technology</i> , 1974 , 25, 113-117		8
6	The dissemination of task and socioemotional information in an international community of scientists. <i>Journal of the Association for Information Science and Technology</i> , 1972 , 23, 225-236		8
5	Are You Mistaking Facts for Insights?. <i>Journal of Advertising Research</i> , 2014 , 54, 373-376	2.1	6
4	Toward a New Marketing Science for Hospitality Managers. <i>Cornell Hospitality Quarterly</i> , 2015 , 56, 337-344		5
3	Lessons Learned during a Career. <i>Review of Marketing Research</i> , 2011 , 317-343	0.3	2
2	Les stratégies d'influence dans les centres d'achat. <i>Recherche Et Applications En Marketing</i> , 1996 , 11, 49-67	0.4	
1	Communication Networks in a Developing Science: A Simulation of the Underlying Socio-Physical Structure. <i>Simulation & Games</i> , 1975 , 6, 3-38		