

# David W Stewart

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5361604/publications.pdf>

Version: 2024-02-01

47  
papers

4,156  
citations

257450

24  
h-index

254184

43  
g-index

49  
all docs

49  
docs citations

49  
times ranked

2761  
citing authors

#	ARTICLE	IF	CITATIONS
1	Cluster Analysis in Marketing Research: Review and Suggestions for Application. <i>Journal of Marketing Research</i> , 1983, 20, 134.	4.8	1,181
2	A Typology of Individual Search Strategies Among Purchasers of New Automobiles. <i>Journal of Consumer Research</i> , 1984, 10, 417.	5.1	305
3	From Consumer Response to Active Consumer: Measuring the Effectiveness of Interactive Media. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 376-396.	11.2	257
4	Toward Understanding the Attraction Effect: The Implications of Product Stimulus Meaningfulness and Familiarity. <i>Journal of Consumer Research</i> , 1987, 13, 520.	5.1	246
5	Internet Marketing, Business Models, and Public Policy. <i>Journal of Public Policy and Marketing</i> , 2000, 19, 287-296.	3.4	244
6	The Effects of Comparative Advertising on Attention, Memory, and Purchase Intentions. <i>Journal of Consumer Research</i> , 1990, 17, 180.	5.1	215
7	Speculations on the Future of Advertising Research. <i>Journal of Advertising</i> , 1992, 21, 1-18.	6.6	206
8	Online Focus Groups. <i>Journal of Advertising</i> , 2017, 46, 48-60.	6.6	162
9	The Differential Impact of Goal Congruency on Attitudes, Intentions, and the Transfer of Brand Equity. <i>Journal of Marketing Research</i> , 2001, 38, 471-484.	4.8	157
10	An Interaction Framework of Consumer Decision Making. <i>Journal of Consumer Research</i> , 1983, 10, 181.	5.1	150
11	Executorial Factors and Advertising Effectiveness: A Replication. <i>Journal of Advertising</i> , 1989, 18, 21-32.	6.6	137
12	Marketing accountability: Linking marketing actions to financial results. <i>Journal of Business Research</i> , 2009, 62, 636-643.	10.2	126
13	Signaling Strategies in Competitive Interaction: Building Reputations and Hiding the Truth. <i>Journal of Marketing Research</i> , 2001, 38, 62-72.	4.8	104
14	Market-back approach to the design of integrated communications programs: A change in paradigm and a focus on determinants of success. <i>Journal of Business Research</i> , 1996, 37, 147-153.	10.2	69
15	Rethinking the Product Portfolio: A Generalized Investment Model. <i>Management Science</i> , 1988, 34, 1080-1095.	4.1	66
16	Data Privacy in Retail. <i>Journal of Retailing</i> , 2020, 96, 474-489.	6.2	48
17	From the Editors: Enhancing Marketing Theory in Academic Research. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 477-480.	11.2	45
18	Effects of Foot-in-the-Door, Cash Incentives, and Followups on Survey Response. <i>Journal of Marketing Research</i> , 1981, 18, 473.	4.8	42

#	ARTICLE	IF	CITATIONS
19	Beginning Again: Change and Renewal in Intellectual Communities. <i>Journal of Marketing</i> , 1999, 63, 2.	11.3	40
20	Getting Published: Reflections of an Old Editor. <i>Journal of Marketing</i> , 2002, 66, 1-6.	11.3	40
21	Marketing's theoretical and conceptual value proposition: opportunities to address marketing's influence. <i>AMS Review</i> , 2020, 10, 151-167.	2.5	38
22	Factor Analysis of Zuckerman's Sensation-Seeking Scale. <i>Psychological Reports</i> , 1975, 37, 849-850.	1.7	35
23	Uncertainty and Risk Are Multidimensional: Lessons from the COVID-19 Pandemic. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 97-98.	3.4	28
24	A comment on privacy. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 156-159.	11.2	27
25	Why Marketers Should Study Public Policy. <i>Journal of Public Policy and Marketing</i> , 2015, 34, 1-3.	3.4	26
26	A Note on the Application of Portfolio Theory: A Comment on Cardozo and Smith. <i>Journal of Marketing</i> , 1985, 49, 107.	11.3	25
27	Effects of Using a Nonverbal (Musical) Cue on Recall and Playback of Television Advertising: Implications for Advertising Tracking. <i>Journal of Business Research</i> , 1998, 42, 39-51.	10.2	25
28	Deception, Materiality, and Survey Research: Some Lessons from Kraft. <i>Journal of Public Policy and Marketing</i> , 1995, 14, 15-28.	3.4	24
29	Comment: Speculations of the Future of Advertising Redux. <i>Journal of Advertising</i> , 2016, 45, 348-350.	6.6	13
30	Measuring the Role of Uniqueness and Consistency to Develop Effective Advertising. <i>Journal of Advertising</i> , 2021, 50, 494-504.	6.6	11
31	Message and media: the future of advertising research and practice in a digital environment. <i>International Journal of Advertising</i> , 2022, 41, 827-849.	6.7	10
32	Competitive Market Structure Analysis: A Comment on Problems. <i>Journal of Consumer Research</i> , 1984, 11, 836.	5.1	8
33	Effectiveness and Efficiency of TV's Brand-Building Power: A Historical Review. <i>Journal of Advertising Research</i> , 2020, 60, 361-369.	2.1	7
34	Elections, Ideation, and Scholarship. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 1-2.	3.4	6
35	The Accountability Crisis In Advertising and Marketing. <i>Journal of Advertising Research</i> , 2019, 59, 385-390.	2.1	6
36	Creativity and publication in marketing. <i>AMS Review</i> , 2020, 10, 65-72.	2.5	5

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37	Mysteries, Markets, and Myths: Publishing Relevant Policy Research. <i>Journal of Public Policy and Marketing</i> , 2017, 36, 193-195.	3.4	3
38	The Impact of Risk Communication on Consumption and Consumer Well-Being. <i>Foundations and Trends in Marketing</i> , 2019, 12, 167-277.	1.1	3
39	Re-institutionalizing marketing. <i>AMS Review</i> , 2021, 11, 446-453.	2.5	3
40	Reply to McGann's Comment on "Speculations on the Future of Advertising Research". <i>Journal of Advertising</i> , 1992, 21, 95-97.	6.6	2
41	Introduction to Policy Watch: Note on the Consumer Financial Protection Bureau. <i>Journal of Public Policy and Marketing</i> , 2017, 36, 169-169.	3.4	2
42	Creating and Measuring Brand Value. <i>Palgrave Studies in Marketing, Organizations and Society</i> , 2019, , 117-142.	0.1	1
43	Marketing through the eyes of senior management: Insights from Fortune 500 reporting. <i>Journal of Marketing Theory and Practice</i> , 2023, 31, 75-96.	4.3	1
44	On Factors and Clusters in Segmentation Research—A Comment. <i>Journal of Advertising</i> , 1984, 13, 58-59.	6.6	0
45	Title is missing!. <i>Population Research and Policy Review</i> , 2002, 21, 155-161.	2.2	0
46	Managing Portfolios of Products. <i>Palgrave Studies in Marketing, Organizations and Society</i> , 2019, , 189-208.	0.1	0
47	Reflections on an Extraordinary Marketing Scholar. <i>Journal of Macromarketing</i> , 2020, 40, 320-321.	2.6	0