

# Clifford J Shultz

## List of Publications by Year in descending order

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Version: 2024-02-01

49  
papers

1,806  
citations

331670

21  
h-index

276875

41  
g-index

53  
all docs

53  
docs citations

53  
times ranked

1100  
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action. <i>Journal of Public Policy and Marketing</i> , 1999, 18, 218-229.	3.4	190
2	Sustainability as Megatrend. <i>Journal of Macromarketing</i> , 2014, 34, 253-264.	2.6	159
3	Airbnb: Exciting innovation or passing fad?. <i>Tourism Management Perspectives</i> , 2016, 20, 228-237.	5.2	154
4	The Paradoxical Relationships between Marketing and Vulnerability. <i>Journal of Public Policy and Marketing</i> , 2009, 28, 124-127.	3.4	107
5	Marketing as Constructive Engagement. <i>Journal of Public Policy and Marketing</i> , 2007, 26, 293-301.	3.4	99
6	<i>Titanic</i>: Consuming the Myths and Meanings of an Ambiguous Brand. <i>Journal of Consumer Research</i> , 2013, 40, 595-614.	5.1	83
7	Situational and Dispositional Predictors of Performance: A Test of the Hypothesized Machiavellianism Structure Interaction Among Sales Persons <sup>1</sup> . <i>Journal of Applied Social Psychology</i> , 1993, 23, 478-498.	2.0	72
8	When Policies and Marketing Systems Explode: An Assessment of Food Marketing in the War-Ravaged Balkans and Implications for Recovery, Sustainable Peace, and Prosperity. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 24-37.	3.4	65
9	Marketing and Development in the Transition Economies of Southeast Asia: Policy Explication, Assessment, and Implications. <i>Journal of Public Policy and Marketing</i> , 1997, 16, 55-68.	3.4	59
10	Marketing <i>and</i> Public Policy: Transformative Research in Developing Markets. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 178-184.	3.4	51
11	Distinguishing Flourishing from Distressed Communities: Vulnerability, Resilience and a Systemic Framework to Facilitate Well-Being. <i>International Handbooks of Quality-of-life</i> , 2017, , 403-421.	0.5	43
12	Brand Name Translation: Language Constraints, Product Attributes, and Consumer Perceptions in East and Southeast Asia. <i>Journal of International Marketing</i> , 2002, 10, 29-45.	4.4	42
13	Toward a Doctrine of Socially Responsible Marketing (SRM): A Macro and Normative-Ethical Perspective. <i>Journal of Macromarketing</i> , 2021, 41, 201-231.	2.6	42
14	Tourism as Catalyst for Quality of Life in Transitioning Subsistence Marketplaces. <i>Journal of Macromarketing</i> , 2014, 34, 28-44.	2.6	37
15	Improving Life Quality for the Destitute: Contributions from Multiple-Method Fieldwork in War-Ravaged Transition Economies. <i>Journal of Macromarketing</i> , 1997, 17, 56-67.	2.6	34
16	Macromarketing approaches to thought development in positive marketing: Two perspectives on a research agenda for positive marketing scholars. <i>Journal of Business Research</i> , 2015, 68, 2513-2516.	10.2	33
17	Marketing Ethics across Cultures: Decision-Making Guidelines and the Emergence of Dialogic Idealism. <i>Journal of Macromarketing</i> , 1997, 17, 4-19.	2.6	29
18	Entrepreneurial Women as Catalysts for Socioeconomic Development in Transitioning Cambodia, Laos, and Vietnam. <i>Consumption Markets and Culture</i> , 2006, 9, 277-300.	2.1	29

#	ARTICLE	IF	CITATIONS
19	Marketing as a Means to Transformative Social Conflict Resolution: Lessons from Transitioning War Economies and the Colombian Coffee Marketing System. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 185-197.	3.4	28
20	The Global Refugee Crisis: Pathway for a More Humanitarian Solution. <i>Journal of Macromarketing</i> , 2020, 40, 128-143.	2.6	25
21	Psychological Hardiness in Learning and Quality of College Life of Business Students: Evidence from Vietnam. <i>Journal of Happiness Studies</i> , 2012, 13, 1091-1103.	3.2	24
22	Preliminary Metric Investigations into the Nature of the "Postmodern Consumer". <i>Marketing Letters</i> , 2001, 12, 189-203.	2.9	23
23	Risk, Trade, Recovery, and the Consideration of Real Options: The Imperative Coordination of Policy, Marketing, and Finance in the Wake of Catastrophe. <i>Journal of Public Policy and Marketing</i> , 2007, 26, 33-48.	3.4	22
24	Situational effects on brand preferences for image products. <i>Psychology and Marketing</i> , 1995, 12, 433-446.	8.2	21
25	A Macromarketing View of Sustainable Development in Vietnam. <i>Environmental Management</i> , 2019, 63, 507-519.	2.7	21
26	The Arizona Market. <i>Journal of Macromarketing</i> , 2017, 37, 300-316.	2.6	20
27	Some Macromarketing Thoughts on Recent Natural and Human-Induced Disasters. <i>Journal of Macromarketing</i> , 2005, 25, 3-4.	2.6	19
28	Introduction to the Special Issue on Subsistence Marketplaces. <i>Journal of Macromarketing</i> , 2014, 34, 119-121.	2.6	19
29	Global software piracy: Trends and strategic considerations. <i>Business Horizons</i> , 2009, 52, 289-298.	5.2	18
30	The ethical imperative of constructive engagement in a world confounded by the commons dilemma, social traps and geopolitical conflicts. , 2015, , .		17
31	Entrepreneurship as Boundary Object: Toward Reintegration of Colombia's Ex-Militants into Civil Society. <i>Journal of Macromarketing</i> , 2019, 39, 368-384.	2.6	17
32	Across Time, Across Space, and Intersecting in Complex Ways: A Framework for Assessing Impacts of Environmental Disruptions on Nature-Dependent Prosumers. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 262-284.	3.4	15
33	Globalization, Transformation, and Quality of Life: Reflections on ICMD-8 and Participative Marketing and Development. <i>Journal of Macromarketing</i> , 2004, 24, 168-172.	2.6	14
34	Male Breadwinner Ideology and the Inclination to Establish Market Relationships. <i>Journal of Macromarketing</i> , 2016, 36, 149-167.	2.6	13
35	An Updating Model of Salary Adjustments in Major League Baseball: How Much Is a Home Run Worth?. <i>Journal of Sport Management</i> , 1996, 10, 131-148.	1.4	9
36	<i>My Iranian Road Trip</i> " Comments and Reflections on Videographic Interpretations of Iran's Political Economy and Marketing System. <i>Journal of Macromarketing</i> , 2014, 34, 87-94.	2.6	9

#	ARTICLE	IF	CITATIONS
37	From Conflict to Cooperation: A Macromarketing View of Sustainable and Inclusive Development in Lebanon and the Middle East. <i>Environmental Management</i> , 2020, 66, 232-247.	2.7	8
38	Staying the Macromarketing Course and Expanding Boundaries. <i>Journal of Macromarketing</i> , 2004, 24, 3-5.	2.6	6
39	Family Policy in Germany: Is the Romanticized Idealization of the Male Breadwinner Losing its Relevance?. <i>Journal of Macromarketing</i> , 2010, 30, 375-383.	2.6	6
40	Policy and marketing changes to help curb childhood obesity: government ban vs. industry self-regulation. <i>International Journal of Consumer Studies</i> , 2016, 40, 519-526.	11.6	6
41	Macromarketing, the Indispensable Discipline. <i>Journal of Macromarketing</i> , 2021, 41, 5-9.	2.6	6
42	The Changing Face of Markets and Marketing Systems in Socioeconomic Development: Introductory Comments on the Special Issue. <i>Journal of Macromarketing</i> , 2009, 29, 346-348.	2.6	5
43	Systemic and Service Dominant Socio-Economic Development: Legal, Judicial and Market Capacity Building in Bangladesh. <i>Australasian Marketing Journal</i> , 2010, 18, 248-255.	5.4	5
44	Examining consumers' responses to corporate social responsibility addressing childhood obesity: The mediating role of attributional judgments. <i>Journal of Business Research</i> , 2018, 88, 132-140.	10.2	5
45	Why Do Some Consumers Make Unhealthy Food Choices?. <i>Journal of Food Products Marketing</i> , 2017, 23, 683-704.	3.3	4
46	The Future Prospects of Sino-Vietnamese Relations: Are Trade and Commerce the Critical Factors for Sustainable Peace?. <i>Contemporary Southeast Asia</i> , 1995, 17, 126-146.	0.4	4
47	Toward Sustainable Development for Emerging Economies: Statistical Capacity Indicators in Chile and the Andean Region. , 2020, , 235-258.		3
48	Diffusing market orientation to drive marketing capital: evidence from Vietnam. <i>Journal of Strategic Marketing</i> , 2017, , 1-12.	5.5	2
49	Grocery Store Attributes in Recovering Economies: An Empirical Investigation of Their Importance, Using Three-Component Contour Plotting. <i>Journal of International Food and Agribusiness Marketing</i> , 2010, 22, 37-51.	2.1	0