

# Richard P Bagozzi

## List of Publications by Year in descending order

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178  
papers

77,016  
citations

7565

78  
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3947

177  
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184  
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184  
docs citations

184  
times ranked

37962  
citing authors

#	ARTICLE	IF	CITATIONS
1	How and when brand coolness transforms product quality judgments into positive word of mouth and intentions to buy/use. <i>Journal of Marketing Theory and Practice</i> , 2023, 31, 383-402.	4.3	15
2	Consumer Perceptions of Sustainable Development Goals: Conceptualization, Measurement and Contingent Effects. <i>British Journal of Management</i> , 2023, 34, 1157-1183.	5.1	18
3	Responses of the public towards the government in times of crisis. <i>British Journal of Social Psychology</i> , 2023, 62, 359-392.	2.9	4
4	How songs from growing up and viewers' attachment styles affect video ads' effectiveness. <i>Psychology and Marketing</i> , 2023, 40, 209-233.	8.6	6
5	Moral Reactions to Bribery are Fundamentally Different for Managers Witnessing and Managers Committing Such Acts: Tests of Cognitive-Emotional Explanations of Bribery. <i>Journal of Business Ethics</i> , 2022, 177, 95-124.	6.2	1
6	Conspicuous consumption: A meta-analytic review of its antecedents, consequences, and moderators. <i>Journal of Retailing</i> , 2022, 98, 471-485.	7.1	22
7	Choosing Not to Buy When Tempted: Advancing Sustainable Development with Consumer Moral Restraint. , 2022, , 137-161.		0
8	Consumers' identity signaling towards social groups: The effects of dissociative desire on brand prominence preferences. <i>Psychology and Marketing</i> , 2022, 39, 1964-1978.	8.6	12
9	AI Service and Emotion. <i>Journal of Service Research</i> , 2022, 25, 499-504.	12.4	26
10	The use of event related potentials brain methods in the study of Conscious and unconscious consumer decision making processes. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102202.	9.8	37
11	Psychological Underpinnings of Brands. <i>Annual Review of Psychology</i> , 2021, 72, 585-607.	19.0	25
12	Effects of negative social information on the willingness to support charities: the moderating role of regulatory focus. <i>Marketing Letters</i> , 2021, 32, 111-122.	3.0	7
13	The Role of Shame and Virtues in the Self-Regulation of Decisions to Engage in Digital Piracy. <i>Australasian Marketing Journal</i> , 2021, 29, 15-28.	6.0	4
14	Beyond craving: Appetitive desire as a motivational antecedent of goal-directed action intentions. <i>Psychology and Marketing</i> , 2021, 38, 2169.	8.6	0
15	Employees'™ Work-Related Well-Being during COVID-19 Pandemic: An Integrated Perspective of Technology Acceptance Model and JD-R Theory. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 11888.	2.7	44
16	What We Share Is Who We Are and What We Do: How Emotional Intimacy Shapes Organizational Identification and Collaborative Behaviors. <i>Applied Psychology</i> , 2020, 69, 854-880.	5.1	6
17	Consumer Reshoring Sentiment and Animosity: Expanding Our Understanding of Market Responses to Reshoring. <i>Management International Review</i> , 2020, 60, 69-95.	3.3	22
18	Genetic and psychological underpinnings of motivation and satisfaction of industrial salespeople. <i>Industrial Marketing Management</i> , 2020, 85, 69-83.	6.9	15

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19	Some Thoughts on Happiness, Well-being, and a Meaningful Life for Academics. <i>Review of Marketing Research</i> , 2020, , 137-169.	0.0	4
20	Consumer arrogance and word-of-mouth. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1116-1137.	11.5	24
21	The material self. <i>International Journal of Research in Marketing</i> , 2020, 37, 661-677.	4.6	14
22	The impact of corporate social responsibility on consumer brand advocacy: The role of moral emotions, attitudes, and individual differences. <i>Journal of Business Research</i> , 2019, 95, 514-530.	10.6	140
23	Framing a trust game as a power game greatly affects interbrain synchronicity between trustor and trustee. <i>Social Neuroscience</i> , 2019, 14, 635-648.	1.1	14
24	Brand Coolness. <i>Journal of Marketing</i> , 2019, 83, 36-56.	13.2	126
25	A goal-directed interactionist perspective of counterfeit consumption. <i>European Journal of Marketing</i> , 2019, 53, 1311-1332.	3.0	20
26	Consumer responses to corporate social irresponsibility: The role of moral emotions, evaluations, and social cognitions. <i>Psychology and Marketing</i> , 2019, 36, 565-586.	8.6	52
27	The effects of reshoring decisions on employees. <i>Personnel Review</i> , 2019, 49, 1254-1268.	3.2	11
28	Philosophical Foundations of Neuroscience in Organizational Research: Functional and Nonfunctional Approaches. <i>Organizational Research Methods</i> , 2019, 22, 299-331.	9.7	22
29	The neuropsychology of consumer behavior and marketing. <i>Consumer Psychology Review</i> , 2018, 1, 22-40.	5.8	59
30	Key Informant Models for Measuring Group-level Variables in Small Groups. <i>Sociological Methods and Research</i> , 2018, 47, 277-313.	6.7	8
31	The More You Care, the Worthier I Feel, the Better I Behave: How and When Supervisor Support Influences (Un)Ethical Employee Behavior. <i>Journal of Business Ethics</i> , 2018, 153, 615-628.	6.2	32
32	Reshoring from a demand-side perspective: Consumer reshoring sentiment and its market effects. <i>Journal of World Business</i> , 2018, 53, 194-208.	7.9	52
33	Understanding the consequences of pride and shame: How self-evaluations guide moral decision making in business. <i>Journal of Business Research</i> , 2018, 84, 271-284.	10.6	42
34	Domestic food practices: A study of food management behaviors and the role of food preparation planning in reducing waste. <i>Appetite</i> , 2018, 121, 215-227.	4.0	172
35	Facial Attractiveness as a Function of Athletic Prowess. <i>Evolutionary Psychology</i> , 2018, 16, 147470491880136.	1.1	3
36	Three systems underpinning marketing behavior. <i>AMS Review</i> , 2018, 8, 23-29.	3.8	5

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37	Cognitive and affective determinants of salesforce performance: A two-wave study. <i>Industrial Marketing Management</i> , 2018, 75, 206-217.	6.9	14
38	Exploring the Effect of Attachment Styles and Winning or Losing a Status Contest on Testosterone Levels. <i>Frontiers in Psychology</i> , 2018, 9, 1051.	2.3	4
39	Shared Consumer Needs Across India and China: A Path to Global Advertising of Services?. <i>Management International Review</i> , 2017, 57, 473-500.	3.3	7
40	Social Consumer Neuroscience: Neurophysiological Measures of Advertising Effectiveness in a Social Context. <i>Journal of Advertising</i> , 2017, 46, 351-362.	6.6	69
41	Brand love: development and validation of a practical scale. <i>Marketing Letters</i> , 2017, 28, 1-14.	3.0	214
42	Sales Presentation Anxiety, Cortisol Levels, Self-Reports, and Gene-Gene Interactions. <i>Journal of Marketing Behavior</i> , 2016, 2, 225-252.	0.5	8
43	Curtailing the harmful effects of workplace incivility: The role of structural demands and organization-provided resources. <i>Journal of Vocational Behavior</i> , 2016, 95-96, 115-127.	3.8	42
44	The Role of Anticipated Emotions in Purchase Intentions. <i>Psychology and Marketing</i> , 2016, 33, 629-645.	8.6	166
45	Corporate Socially Responsible Initiatives and Their Effects on Consumption of Green Products. <i>Journal of Business Ethics</i> , 2016, 135, 253-264.	6.2	136
46	Brand hate. <i>Journal of Product and Brand Management</i> , 2016, 25, 11-25.	4.7	229
47	Effects of Customer Participation in Corporate Social Responsibility (CSR) Programs on the CSR-Brand Fit and Brand Loyalty. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 235-249.	4.0	138
48	“Give Me Happiness” or “Take Away My Pain”: Explaining consumer responses to prescription drug advertising. <i>Cogent Business and Management</i> , 2015, 2, .	3.0	4
49	The revenge of the consumer! How brand moral violations lead to consumer anti-brand activism. <i>Journal of Brand Management</i> , 2015, 22, 658-672.	3.7	142
50	Consumer stakeholder responses to reshoring strategies. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 453-471.	11.5	55
51	Consumer responses to corporate offshoring practices. <i>Management Decision</i> , 2015, 53, 698-712.	4.0	10
52	Merely Being with you Increases My Attention to Luxury Products: Using EEG to Understand Consumers’ Emotional Experience with Luxury Branded Products. <i>Journal of Marketing Research</i> , 2015, 52, 546-558.	4.9	162
53	The impact of reputation and identity congruence on employer brand attractiveness. <i>Marketing Intelligence and Planning</i> , 2015, 33, 124-146.	3.8	52
54	The role of moral emotions and individual differences in consumer responses to corporate green and non-green actions. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 333-356.	11.5	226

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55	The Second Generation of the Laddering Methodology and Its Use in Studying Decision Making. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 199-217.	0.0	0
56	The role of attachment styles in regulating the effects of dopamine on the behavior of salespersons. <i>Frontiers in Human Neuroscience</i> , 2014, 8, 32.	2.1	14
57	“I am resting but rest less well with you.” The moderating effect of anxious attachment style on alpha power during EEG resting state in a social context. <i>Frontiers in Human Neuroscience</i> , 2014, 8, 486.	2.1	55
58	The Role of Moral Emotions and Consumer Values and Traits in the Decision to Support Nonprofits. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2014, 26, 290-311.	1.5	16
59	Psychometric vs. C-OAR-SE measures of brand love: A reply to Rossiter. <i>Marketing Letters</i> , 2014, 25, 235-243.	3.0	41
60	Salespersons as Internal Knowledge Brokers and New Products Selling: Discovering the Link to Genetic Makeup. <i>Journal of Product Innovation Management</i> , 2014, 31, 695-709.	9.4	18
61	Make it Your Own: How Process Valence and Self-Conceptual Affect Evaluation of Self-Made Products. <i>Psychology and Marketing</i> , 2014, 31, 451-468.	8.6	35
62	Explaining Consumer Reactions to Corporate Social Responsibility: The Role of Gratitude and Altruistic Values. <i>Journal of Business Ethics</i> , 2013, 114, 193-206.	6.2	238
63	The effects of company offshoring strategies on consumer responses. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 683-704.	11.5	73
64	Consumer response to corporate irresponsible behavior: Moral emotions and virtues. <i>Journal of Business Research</i> , 2013, 66, 1814-1821.	10.6	332
65	Emerging Materialism in China: Qualitative and Quantitative Insights. <i>Journal of International Consumer Marketing</i> , 2013, 25, 127-151.	3.7	8
66	Cognitive, Emotional, and Sociocultural Processes in Consumption. <i>Psychology and Marketing</i> , 2013, 30, 12-25.	8.6	43
67	Brand community membership and the construction of meaning. <i>Scandinavian Journal of Management</i> , 2013, 29, 173-183.	2.1	30
68	My Anger Is Your Gain, My Contempt Your Loss: Explaining Consumer Responses to Corporate Wrongdoing. <i>Psychology and Marketing</i> , 2013, 30, 1029-1042.	8.6	111
69	The Role of Moral Values in Instigating Morally Responsible Decisions. <i>Journal of Applied Behavioral Science</i> , The, 2013, 49, 69-94.	3.5	21
70	Theory of Mind and Empathic Explanations of Machiavellianism. <i>Journal of Management</i> , 2013, 39, 1760-1798.	9.6	165
71	Polymorphisms of the OXTR gene explain why sales professionals love to help customers. <i>Frontiers in Behavioral Neuroscience</i> , 2013, 7, 171.	2.1	8
72	Customer-organization relationships: Development and test of a theory of extended identities.. <i>Journal of Applied Psychology</i> , 2012, 97, 63-76.	4.8	113

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73	Social foundations of emotions in family consumption decision making. <i>Social Influence</i> , 2012, 7, 229-250.	1.3	1
74	Brand Love. <i>Journal of Marketing</i> , 2012, 76, 1-16.	13.2	1,161
75	Alternative approaches for thinking about and modeling consumer decisions in relationships. <i>Journal of Consumer Psychology</i> , 2012, 22, 315-319.	5.2	7
76	Genetic and neurological foundations of customer orientation: field and experimental evidence. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 639-658.	11.5	91
77	Specification, evaluation, and interpretation of structural equation models. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 8-34.	11.5	2,562
78	Reflections on a Scholarly Career: From Inside Out and Back Again. <i>Review of Marketing Research</i> , 2011, , 1-41.	0.0	12
79	Alternative Perspectives in Philosophy of Mind and Their Relationship to Structural Equation Models in Psychology. <i>Psychological Inquiry</i> , 2011, 22, 88-99.	1.2	10
80	Structural equation models are modelling <i>tools</i> with many ambiguities: Comments acknowledging the need for caution and humility in their use. <i>Journal of Consumer Psychology</i> , 2010, 20, 208-214.	5.2	128
81	The role of emotional wisdom in salespersons' relationships with colleagues and customers. <i>Psychology and Marketing</i> , 2010, 27, 1001-1031.	8.6	26
82	A Sales Force's "Specific Theory-of-Mind Scale: Tests of Its Validity by Classical Methods and Functional Magnetic Resonance Imaging. <i>Journal of Marketing Research</i> , 2009, 46, 653-668.	4.9	112
83	Facing Ethical Challenges in the Workplace: Conceptualizing and Measuring Professional Moral Courage. <i>Journal of Business Ethics</i> , 2009, 89, 565-579.	6.2	198
84	Hierarchical Motive Structures and Their Role in Moral Choices. <i>Journal of Business Ethics</i> , 2009, 90, 461-486.	6.2	20
85	Some insights on visual and verbal processing strategies. <i>Journal of Consumer Psychology</i> , 2008, 18, 258-263.	5.2	19
86	Trying to prosume: toward a theory of consumers as co-creators of value. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 109-122.	11.5	489
87	Future-oriented emotions: conceptualization and behavioral effects. <i>European Journal of Social Psychology</i> , 2008, 38, 685-696.	2.2	292
88	On the meaning of formative measurement and how it differs from reflective measurement: Comment on Howell, Breivik, and Wilcox (2007).. <i>Psychological Methods</i> , 2007, 12, 229-237.	3.3	140
89	How formulating implementation plans and remembering past actions facilitate the enactment of effortful decisions. <i>Journal of Behavioral Decision Making</i> , 2007, 20, 343-364.	1.9	30
90	Moral courage in the workplace: moving to and from the desire and decision to act. <i>Business Ethics</i> , 2007, 16, 132-149.	3.5	171

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91	Open Source Software User Communities: A Study of Participation in Linux User Groups. <i>Management Science</i> , 2006, 52, 1099-1115.	4.2	560
92	Antecedents and purchase consequences of customer participation in small group brand communities. <i>International Journal of Research in Marketing</i> , 2006, 23, 45-61.	4.6	979
93	Coping With Sales Call Anxiety: The Role of Sale Perseverance and Task Concentration Strategies. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 403-418.	11.5	61
94	Goal hierarchies as antecedents of market structure. <i>Psychology and Marketing</i> , 2006, 23, 689-709.	8.6	65
95	Consumer Action. <i>Review of Marketing Research</i> , 2006, , 3-42.	0.0	27
96	The hierarchical cognitive structure of entrepreneur motivation toward private equity financing. <i>Venture Capital</i> , 2006, 8, 253-271.	1.6	16
97	A self-regulatory model of consideration set formation. <i>Psychology and Marketing</i> , 2005, 22, 785-812.	8.6	40
98	Inter-role Relationships in Hospital-based Pharmacy and Therapeutics Committee Decision Making. <i>Journal of Health Psychology</i> , 2005, 10, 45-64.	2.5	10
99	Socializing Marketing. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2005, 27, 101-114.	0.6	5
100	The Adaptive Consequences of Pride in Personal Selling. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 386-402.	11.5	133
101	The distinction between desires and intentions. <i>European Journal of Social Psychology</i> , 2004, 34, 69-84.	2.2	358
102	Self-Control and the Self-Regulation of Dieting Decisions: The Role of Prefactual Attitudes, Subjective Norms, and Resistance to Temptation. <i>Basic and Applied Social Psychology</i> , 2004, 26, 199-213.	2.0	47
103	A social influence model of consumer participation in network- and small-group-based virtual communities. <i>International Journal of Research in Marketing</i> , 2004, 21, 241-263.	4.6	1,694
104	A cross-media content analysis of motivational themes in direct-to-consumer prescription drug advertising. <i>Clinical Therapeutics</i> , 2004, 26, 135-154.	2.3	28
105	How effortful decisions get enacted: the motivating role of decision processes, desires, and anticipated emotions. <i>Journal of Behavioral Decision Making</i> , 2003, 16, 273-295.	1.9	300
106	Validating the Relationship Qualities of Influence and Persuasion With the Family Social Relations Model. <i>Human Communication Research</i> , 2003, 29, 81-110.	3.3	18
107	Hierarchical representation of motives in goal setting.. <i>Journal of Applied Psychology</i> , 2003, 88, 915-943.	4.8	108
108	Exploring the role of self- and customer-provoked embarrassment in personal selling. <i>International Journal of Research in Marketing</i> , 2003, 20, 233-258.	4.6	39

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109	Culture moderates the self-regulation of shame and its effects on performance: The case of salespersons in the Netherlands and the Philippines.. <i>Journal of Applied Psychology</i> , 2003, 88, 219-233.	4.8	150
110	Multiple Routes for Social Influence: The Role of Compliance, Internalization, and Social Identity. <i>Social Psychology Quarterly</i> , 2002, 65, 226.	2.1	302
111	A situational analysis on how salespeople experience and cope with shame and embarrassment. <i>Psychology and Marketing</i> , 2002, 19, 713-741.	8.6	74
112	An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 184-201.	11.5	1,268
113	Decisions to donate bone marrow: The role of attitudes and subjective norms across cultures. <i>Psychology and Health</i> , 2001, 16, 29-56.	2.4	126
114	Construct validity and generalizability of the Carver's White behavioural inhibition system/behavioural activation system scales. <i>European Journal of Personality</i> , 2001, 15, 373-390.	3.2	103
115	Gender differences in the self-regulation of hypertension. <i>Journal of Behavioral Medicine</i> , 2001, 24, 469-487.	2.2	36
116	The role of desires and anticipated emotions in goal-directed behaviours: Broadening and deepening the theory of planned behaviour. <i>British Journal of Social Psychology</i> , 2001, 40, 79-98.	2.9	1,291
117	Examining the Activities of Pharmacy and Therapeutics Committees: An Exploratory Study. <i>Journal of Pharmaceutical Marketing and Management</i> , 2001, 14, 1-29.	0.0	2
118	The year 2000: Looking forward. <i>Psychology and Marketing</i> , 2000, 17, 1-11.	8.6	68
119	Cultural and Situational Contingencies and the Theory of Reasoned Action: Application to Fast Food Restaurant Consumption. <i>Journal of Consumer Psychology</i> , 2000, 9, 97-106.	5.2	298
120	Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization. <i>British Journal of Social Psychology</i> , 2000, 39, 555-577.	2.9	1,245
121	Sales Call Anxiety: Exploring What it Means When Fear Rules a Sales Encounter. <i>Journal of Marketing</i> , 2000, 64, 88-101.	13.2	118
122	On the nature and direction of relationships between constructs and measures.. <i>Psychological Methods</i> , 2000, 5, 155-174.	3.3	1,307
123	On the Concept of Intentional Social Action in Consumer Behavior: Figure 1. <i>Journal of Consumer Research</i> , 2000, 27, 388-396.	5.5	205
124	Goal-striving and the implementation of goal intentions in the regulation of body weight. <i>Psychology and Health</i> , 2000, 15, 255-270.	2.4	61
125	Goal Setting and Goal Striving in Consumer Behavior. <i>Journal of Marketing</i> , 1999, 63, 19-32.	13.2	412
126	Activities, functions, and structure of pharmacy and therapeutics committees in large teaching hospitals. <i>American Journal of Health-System Pharmacy</i> , 1999, 56, 622-628.	1.1	38



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127	The Role of Culture and Gender in the Relationship between Positive and Negative Affect. Cognition and Emotion, 1999, 13, 641-672.	2.1	387
128	The Role of Emotions in Marketing. Journal of the Academy of Marketing Science, 1999, 27, 184-206.	11.5	2,145
129	Goal Setting and Goal Striving in Consumer Behavior. Journal of Marketing, 1999, 63, 19.	13.2	374
130	Representation of measurement error in marketing variables: Review of approaches and extension to three-facet designs. Journal of Econometrics, 1998, 89, 393-421.	7.3	189
131	Global mind-sets and cognitive shift in a complex multinational corporation. Strategic Management Journal, 1998, 19, 97-114.	7.6	236
132	Goal-directed Emotions. Cognition and Emotion, 1998, 12, 1-26.	2.1	470
133	A General Approach for Representing Constructs in Organizational Research. Organizational Research Methods, 1998, 1, 45-87.	9.7	941
134	The Construct Validity of Measures of the Tripartite Conceptualization of Punishment Attitudes. Journal of Social Service Research, 1997, 22, 1-25.	1.4	17
135	The determinants of physician attitudes and subjective norms toward drug information sources: modification and test of the theory of reasoned action. Pharmaceutical Research, 1997, 14, 1298-1308.	3.6	11
136	Understanding how elderly patients process drug information: a test of a theory of information processing. Pharmaceutical Research, 1997, 14, 1589-1596.	3.6	19
137	Goal-directed behaviors in marketing: The role of emotion, volition, and motivation. Psychology and Marketing, 1997, 14, 309-313.	8.6	26
138	Goal-directed behaviors in marketing: Cognitive and emotional perspectives. Psychology and Marketing, 1997, 14, 539-543.	8.6	30
139	A reasoned action approach to physicians' utilization of drug information sources. Pharmaceutical Research, 1996, 13, 1291-1298.	3.6	18
140	The role of arousal in the creation and control of the halo effect in attitude models. Psychology and Marketing, 1996, 13, 235-264.	8.6	80
141	An Investigation of Construct Validity and Generalizability of the Self-Concept. Journal of International Consumer Marketing, 1996, 8, 97-123.	3.7	59
142	Construct validity and generalizability of the Kirton Adaptionâ€“Innovation Inventory. European Journal of Personality, 1995, 9, 185-206.	3.2	63
143	Reflections on Relationship Marketing in Consumer Markets. Journal of the Academy of Marketing Science, 1995, 23, 272-277.	11.5	423
144	A comparison of leading theories for the prediction of goalâ€“directed behaviours. British Journal of Social Psychology, 1995, 34, 437-461.	2.9	378

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145	A general approach to representing multifaceted personality constructs: Application to state self-esteem. Structural Equation Modeling, 1994, 1, 35-67.	3.8	1,218
146	Effects of arousal on organization of positive and negative affect and cognitions: Application to attitude theory. Structural Equation Modeling, 1994, 1, 222-252.	3.8	23
147	Assessing Construct Validity in Personality Research: Applications to Measures of Self-Esteem. Journal of Research in Personality, 1993, 27, 49-87.	1.9	177
148	Testing Hypotheses About Methods, Traits, and Communalities in the Direct-Product Model. Applied Psychological Measurement, 1992, 16, 373-380.	1.1	22
149	An Examination of the Etiology of the Attitude-Behavior Relation for Goal-Directed Behaviors. Multivariate Behavioral Research, 1992, 27, 601-634.	3.4	73
150	The Self-Regulation of Attitudes, Intentions, and Behavior. Social Psychology Quarterly, 1992, 55, 178.	2.1	1,530
151	Appraisal processes in the enactment of intentions to use coupons. Psychology and Marketing, 1992, 9, 469-486.	8.6	55
152	On the use of structural equation models in experimental designs: Two extensions. International Journal of Research in Marketing, 1991, 8, 125-140.	4.6	149
153	Assessing Construct Validity in Organizational Research. Administrative Science Quarterly, 1991, 36, 421.	7.5	4,746
154	Multitrait-Multimethod Matrices in Consumer Research. Journal of Consumer Research, 1991, 17, 426.	5.5	568
155	Assessing method variance in multitrait-multimethod matrices: The case of self-reported affect and perceptions at work.. Journal of Applied Psychology, 1990, 75, 547-560.	4.8	409
156	Trying to Consume. Journal of Consumer Research, 1990, 17, 127.	5.5	615
157	On the Use of Structural Equation Models in Experimental Designs. Journal of Marketing Research, 1989, 26, 271-284.	4.9	373
158	An investigation of the role of affective and moral evaluations in the purposeful behaviour model of attitude. British Journal of Social Psychology, 1989, 28, 97-113.	2.9	19
159	User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. Management Science, 1989, 35, 982-1003.	4.2	16,750
160	On the Use of Structural Equation Models in Experimental Designs. Journal of Marketing Research, 1989, 26, 271.	4.9	254
161	On the evaluation of structural equation models. Journal of the Academy of Marketing Science, 1988, 16, 74-94.	11.5	17,832
162	A Prospectus for Theory Construction in Marketing. Journal of Marketing, 1984, 48, 11.	13.2	158

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163	Expectancy-value attitude models an analysis of critical measurement issues. International Journal of Research in Marketing, 1984, 1, 295-310.	4.6	86
164	Representing and Testing Organizational Theories: A Holistic Construal. Administrative Science Quarterly, 1982, 27, 459.	7.5	1,547
165	Canonical Correlation Analysis As A Special Case Of A Structural Relations Model. Multivariate Behavioral Research, 1981, 16, 437-454.	3.4	148
166	Attitudes, intentions, and behavior: A test of some key hypotheses.. Journal of Personality and Social Psychology, 1981, 41, 607-627.	2.5	649
167	An Examination Of The Validity Of Two Models Of Attitude. Multivariate Behavioral Research, 1981, 16, 323-359.	3.4	281
168	The Nature and Causes of Self-Esteem, Performance, and Satisfaction in the Sales Force: A Structural Equation Approach. The Journal of Business, 1980, 53, 315.	2.1	67
169	Toward a general theory of fertility: A causal modeling approach. Demography, 1978, 15, 301-320.	2.7	22
170	Marketing as Exchange: A Theory of Transactions in the Marketplace. American Behavioral Scientist, 1978, 21, 535-556.	3.6	181
171	Salesforce Performance and Satisfaction as a Function of Individual Difference, Interpersonal, and Situational Factors. Journal of Marketing Research, 1978, 15, 517-531.	4.9	192
172	Structural Equation Models in Experimental Research. Journal of Marketing Research, 1977, 14, 209.	4.9	57
173	Structural Equation Models in Experimental Research. Journal of Marketing Research, 1977, 14, 209-226.	4.9	131
174	Marketing as Exchange. Journal of Marketing, 1975, 39, 32.	13.2	892
175	Marketing as an Organized Behavioral System of Exchange. Journal of Marketing, 1974, 38, 77-81.	13.2	166
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