

Richard P Bagozzi

List of Publications by Year in Descending Order

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Version: 2024-04-25

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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.

174
papers

56,432
citations

75
h-index

178
g-index

178
ext. papers

64,197
ext. citations

5.1
avg, IF

7.98
L-index

#	Paper	IF	Citations
174	Choosing Not to Buy When Tempted: Advancing Sustainable Development with Consumer Moral Restraint 2022 , 137-161		
173	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,	4.6	7
172	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	8.5	9
171	Psychological Underpinnings of Brands. <i>Annual Review of Psychology</i> , 2021 , 72, 585-607	26.1	6
170	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	2.3	3
169	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	5	1
168	Beyond craving: Appetitive desire as a motivational antecedent of goal-directed action intentions. <i>Psychology and Marketing</i> , 2021 , 38, 2169	3.9	
167	Consumer arrogance and word-of-mouth. <i>Journal of the Academy of Marketing Science</i> , 2020 , 48, 1116-1137	13.4	4
166	The material self. <i>International Journal of Research in Marketing</i> , 2020 , 37, 661-677	5.5	3
165	Genetic and psychological underpinnings of motivation and satisfaction of industrial salespeople. <i>Industrial Marketing Management</i> , 2020 , 85, 69-83	6.9	3
164	Some Thoughts on Happiness, Well-being, and a Meaningful Life for Academics. <i>Review of Marketing Research</i> , 2020 , 137-169	0.3	0
163	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	4.3	1
162	Consumer Reshoring Sentiment and Animosity: Expanding Our Understanding of Market Responses to Reshoring. <i>Management International Review</i> , 2020 , 60, 69-95	3.2	5
161	Framing a trust game as a power game greatly affects interbrain synchronicity between trustor and trustee. <i>Social Neuroscience</i> , 2019 , 14, 635-648	2	9
160	Brand Coolness. <i>Journal of Marketing</i> , 2019 , 83, 36-56	11	57
159	A goal-directed interactionist perspective of counterfeit consumption. <i>European Journal of Marketing</i> , 2019 , 53, 1311-1332	4.4	12
158	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	8.7	50

157	Consumer responses to corporate social irresponsibility: The role of moral emotions, evaluations, and social cognitions. <i>Psychology and Marketing</i> , 2019 , 36, 565-586	3.9	23
156	The effects of reshoring decisions on employees. <i>Personnel Review</i> , 2019 , 49, 1254-1268	2.4	2
155	Philosophical Foundations of Neuroscience in Organizational Research: Functional and Nonfunctional Approaches. <i>Organizational Research Methods</i> , 2019 , 22, 299-331	5.7	16
154	The neuropsychology of consumer behavior and marketing. <i>Consumer Psychology Review</i> , 2018 , 1, 22-40	5.2	28
153	Key Informant Models for Measuring Group-level Variables in Small Groups: Application to Plural Subject Theory. <i>Sociological Methods and Research</i> , 2018 , 47, 277-313	2.9	5
152	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	4.3	13
151	Cognitive and affective determinants of salesforce performance: A two-wave study. <i>Industrial Marketing Management</i> , 2018 , 75, 206-217	6.9	5
150	Exploring the Effect of Attachment Styles and Winning or Losing a Status Contest on Testosterone Levels. <i>Frontiers in Psychology</i> , 2018 , 9, 1051	3.4	2
149	Reshoring from a demand-side perspective: Consumer reshoring sentiment and its market effects. <i>Journal of World Business</i> , 2018 , 53, 194-208	6.1	24
148	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	8.7	23
147	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	4.5	92
146	Facial Attractiveness as a Function of Athletic Prowess. <i>Evolutionary Psychology</i> , 2018 , 16, 1474704918801369	1.369	1
145	Three systems underpinning marketing behavior. <i>AMS Review</i> , 2018 , 8, 23-29	3	4
144	Shared Consumer Needs Across India and China: A Path to Global Advertising of Services?. <i>Management International Review</i> , 2017 , 57, 473-500	3.2	4
143	Social Consumer Neuroscience: Neurophysiological Measures of Advertising Effectiveness in a Social Context. <i>Journal of Advertising</i> , 2017 , 46, 351-362	4.4	45
142	Brand love: development and validation of a practical scale. <i>Marketing Letters</i> , 2017 , 28, 1-14	2.3	115
141	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	6	27
140	The Role of Anticipated Emotions in Purchase Intentions. <i>Psychology and Marketing</i> , 2016 , 33, 629-645	3.9	86

139	Corporate Socially Responsible Initiatives and Their Effects on Consumption of Green Products. <i>Journal of Business Ethics</i> , 2016 , 135, 253-264	4.3	80
138	Brand hate. <i>Journal of Product and Brand Management</i> , 2016 , 25, 11-25	4.3	132
137	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	2.2	92
136	Sales Presentation Anxiety, Cortisol Levels, Self-Reports, and Gene-Gene Interactions. <i>Journal of Marketing Behavior</i> , 2016 , 2, 225-252	0.5	5
135	Salesperson self-regulation of pride: Effects on adaptability, effort, and citizenship behaviors between independent-based and interdependent-based cultures. <i>Spanish Journal of Marketing - ESIC</i> , 2016 , 20, 1-17	4	4
134	Consumer stakeholder responses to reshoring strategies. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 453-471	12.4	34
133	Consumer responses to corporate offshoring practices. <i>Management Decision</i> , 2015 , 53, 698-712	4.4	7
132	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	5.2	100
131	The impact of reputation and identity congruence on employer brand attractiveness. <i>Marketing Intelligence and Planning</i> , 2015 , 33, 124-146	3.2	30
130	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	12.4	124
129	Postgame testosterone levels of individuals in team-based status games are affected by genetic makeup, gender, and winning versus losing.. <i>Journal of Neuroscience, Psychology, and Economics</i> , 2015 , 8, 135-159	1.6	3
128	Give Me Happiness or Take Away My Pain Explaining consumer responses to prescription drug advertising. <i>Cogent Business and Management</i> , 2015 , 2, 1024926	1.6	2
127	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	3.3	76
126	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	0.3	
125	Make it Your Own: How Process Valence and Self-Construal Affect Evaluation of Self-Made Products. <i>Psychology and Marketing</i> , 2014 , 31, 451-468	3.9	28
124	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	3.3	10
123	"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	3.3	40
122	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	13

121	Psychometric vs. C-OAR-SE measures of brand love: A reply to Rossiter. <i>Marketing Letters</i> , 2014 , 25, 235-243		33
120	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	7.1	12
119	Contribution Behavior in Virtual Communities: Cognitive, Emotional, and Social Influences. <i>MIS Quarterly: Management Information Systems</i> , 2014 , 38, 143-163	5.3	226
118	Explaining Consumer Reactions to Corporate Social Responsibility: The Role of Gratitude and Altruistic Values. <i>Journal of Business Ethics</i> , 2013 , 114, 193-206	4.3	153
117	The effects of company offshoring strategies on consumer responses. <i>Journal of the Academy of Marketing Science</i> , 2013 , 41, 683-704	12.4	53
116	Consumer response to corporate irresponsible behavior: Moral emotions and virtues. <i>Journal of Business Research</i> , 2013 , 66, 1814-1821	8.7	205
115	Emerging Materialism in China: Qualitative and Quantitative Insights. <i>Journal of International Consumer Marketing</i> , 2013 , 25, 127-151	2.1	8
114	Cognitive, Emotional, and Sociocultural Processes in Consumption. <i>Psychology and Marketing</i> , 2013 , 30, 12-25	3.9	37
113	Brand community membership and the construction of meaning. <i>Scandinavian Journal of Management</i> , 2013 , 29, 173-183	2.3	25
112	My Anger Is Your Gain, My Contempt Your Loss: Explaining Consumer Responses to Corporate Wrongdoing. <i>Psychology and Marketing</i> , 2013 , 30, 1029-1042	3.9	81
111	The Role of Moral Values in Instigating Morally Responsible Decisions. <i>Journal of Applied Behavioral Science</i> , 2013 , 49, 69-94	1.8	16
110	Theory of Mind and Empathic Explanations of Machiavellianism: A Neuroscience Perspective. <i>Journal of Management</i> , 2013 , 39, 1760-1798	8.8	113
109	Polymorphisms of the OXTR gene explain why sales professionals love to help customers. <i>Frontiers in Behavioral Neuroscience</i> , 2013 , 7, 171	3.5	6
108	Specification, evaluation, and interpretation of structural equation models. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 8-34	12.4	1626
107	Customer-organization relationships: development and test of a theory of extended identities. <i>Journal of Applied Psychology</i> , 2012 , 97, 63-76	7.4	89
106	Social foundations of emotions in family consumption decision making. <i>Social Influence</i> , 2012 , 7, 229-250	0.5	1
105	Brand Love. <i>Journal of Marketing</i> , 2012 , 76, 1-16	11	829
104	Alternative approaches for thinking about and modeling consumer decisions in relationships. <i>Journal of Consumer Psychology</i> , 2012 , 22, 315-319	3.1	5

103	Genetic and neurological foundations of customer orientation: field and experimental evidence. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 639-658	12.4	60
102	Reflections on a Scholarly Career: From Inside Out and Back Again. <i>Review of Marketing Research</i> , 2011 , 1-41	0.3	11
101	Alternative Perspectives in Philosophy of Mind and Their Relationship to Structural Equation Models in Psychology. <i>Psychological Inquiry</i> , 2011 , 22, 88-99	2	10
100	Structural equation models are modelling tools with many ambiguities: Comments acknowledging the need for caution and humility in their use. <i>Journal of Consumer Psychology</i> , 2010 , 20, 208-214	3.1	96
99	The role of emotional wisdom in salespersons' relationships with colleagues and customers. <i>Psychology and Marketing</i> , 2010 , 27, 1001-1031	3.9	19
98	A Sales Force-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	5.2	83
97	Facing Ethical Challenges in the Workplace: Conceptualizing and Measuring Professional Moral Courage. <i>Journal of Business Ethics</i> , 2009 , 89, 565-579	4.3	135
96	Hierarchical Motive Structures and Their Role in Moral Choices. <i>Journal of Business Ethics</i> , 2009 , 90, 461-486	4.5	14
95	Some insights on visual and verbal processing strategies. <i>Journal of Consumer Psychology</i> , 2008 , 18, 258-263	3.6	13
94	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	12.4	389
93	Future-oriented emotions: conceptualization and behavioral effects. <i>European Journal of Social Psychology</i> , 2008 , 38, 685-696	2.9	196
92	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	2.4	23
91	Moral courage in the workplace: moving to and from the desire and decision to act. <i>Business Ethics</i> , 2007 , 16, 132-149	3.3	131
90	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, 229-37; discussion 238-45	7.1	116
89	Goal hierarchies as antecedents of market structure. <i>Psychology and Marketing</i> , 2006 , 23, 689-709	3.9	59
88	Consumer Action. <i>Review of Marketing Research</i> , 2006 , 3-42	0.3	15
87	The hierarchical cognitive structure of entrepreneur motivation toward private equity financing. <i>Venture Capital</i> , 2006 , 8, 253-271	3.7	11
86	Open Source Software User Communities: A Study of Participation in Linux User Groups. <i>Management Science</i> , 2006 , 52, 1099-1115	3.9	440

85	Antecedents and purchase consequences of customer participation in small group brand communities. <i>International Journal of Research in Marketing</i> , 2006 , 23, 45-61	5.5	776
84	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	12.4	41
83	A self-regulatory model of consideration set formation. <i>Psychology and Marketing</i> , 2005 , 22, 785-812	3.9	33
82	Inter-role relationships in hospital-based pharmacy and therapeutics committee decision making. <i>Journal of Health Psychology</i> , 2005 , 10, 45-64	3.1	7
81	Socializing Marketing. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2005 , 27, 101-114	3.3	4
80	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	1.1	11
79	The adaptive consequences of pride in personal selling. <i>Journal of the Academy of Marketing Science</i> , 2004 , 32, 386-402	12.4	102
78	The distinction between desires and intentions. <i>European Journal of Social Psychology</i> , 2004 , 34, 69-84	2.9	273
77	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	1.1	31
76	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	5.5	1358
75	A cross-media content analysis of motivational themes in direct-to-consumer prescription drug advertising. <i>Clinical Therapeutics</i> , 2004 , 26, 135-54	3.5	25
74	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	2.4	234
73	Validating the Relationship Qualities of Influence and Persuasion With the Family Social Relations Model. <i>Human Communication Research</i> , 2003 , 29, 81-110	3.5	16
72	Hierarchical representation of motives in goal setting. <i>Journal of Applied Psychology</i> , 2003 , 88, 915-43	7.4	79
71	Exploring the role of self- and customer-provoked embarrassment in personal selling. <i>International Journal of Research in Marketing</i> , 2003 , 20, 233-258	5.5	31
70	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, 219-33	7.4	123
69	A situational analysis on how salespeople experience and cope with shame and embarrassment. <i>Psychology and Marketing</i> , 2002 , 19, 713-741	3.9	62
68	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	12.4	919

67	Multiple Routes for Social Influence: The Role of Compliance, Internalization, and Social Identity. <i>Social Psychology Quarterly</i> , 2002 , 65, 226	1.8	219
66	Construct validity and generalizability of the Carver-White behavioural inhibition system/behavioural activation system scales. <i>European Journal of Personality</i> , 2001 , 15, 373-390	5.1	91
65	Gender differences in the self-regulation of hypertension. <i>Journal of Behavioral Medicine</i> , 2001 , 24, 469-476	3.7	29
64	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	6.8	928
63	Examining the Activities of Pharmacy and Therapeutics Committees: An Exploratory Study. <i>Journal of Pharmaceutical Marketing and Management</i> , 2001 , 14, 1-29		2
62	Decisions to donate bone marrow: The role of attitudes and subjective norms across cultures. <i>Psychology and Health</i> , 2001 , 16, 29-56	2.9	95
61	The year 2000: Looking forward. <i>Psychology and Marketing</i> , 2000 , 17, 1-11	3.9	58
60	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	3.1	235
59	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 Pt 4, 555-77	6.8	962
58	Sales Call Anxiety: Exploring What it Means When Fear Rules a Sales Encounter. <i>Journal of Marketing</i> , 2000 , 64, 88-101	11	98
57	On the nature and direction of relationships between constructs and measures. <i>Psychological Methods</i> , 2000 , 5, 155-74	7.1	988
56	On the Concept of Intentional Social Action in Consumer Behavior: Figure 1. <i>Journal of Consumer Research</i> , 2000 , 27, 388-396	6.3	172
55	Goal-striving and the implementation of goal intentions in the regulation of body weight. <i>Psychology and Health</i> , 2000 , 15, 255-270	2.9	45
54	Goal Setting and Goal Striving in Consumer Behavior. <i>Journal of Marketing</i> , 1999 , 63, 19-32	11	330
53	Activities, functions, and structure of pharmacy and therapeutics committees in large teaching hospitals. <i>American Journal of Health-System Pharmacy</i> , 1999 , 56, 622-8	2.2	32
52	The Role of Culture and Gender in the Relationship between Positive and Negative Affect. <i>Cognition and Emotion</i> , 1999 , 13, 641-672	2.3	315
51	The role of emotions in marketing. <i>Journal of the Academy of Marketing Science</i> , 1999 , 27, 184-206	12.4	1579
50	Goal Setting and Goal Striving in Consumer Behavior. <i>Journal of Marketing</i> , 1999 , 63, 19	11	261

49	Representation of measurement error in marketing variables: Review of approaches and extension to three-facet designs. <i>Journal of Econometrics</i> , 1998 , 89, 393-421	2.6	112
48	Global mind-sets and cognitive shift in a complex multinational corporation. <i>Strategic Management Journal</i> , 1998 , 19, 97-114	5.2	205
47	Goal-directed Emotions. <i>Cognition and Emotion</i> , 1998 , 12, 1-26	2.3	368
46	A General Approach for Representing Constructs in Organizational Research. <i>Organizational Research Methods</i> , 1998 , 1, 45-87	5.7	765
45	The Construct Validity of Measures of the Tripartite Conceptualization of Punishment Attitudes. <i>Journal of Social Service Research</i> , 1997 , 22, 1-25	1	15
44	The determinants of physician attitudes and subjective norms toward drug information sources: modification and test of the theory of reasoned action. <i>Pharmaceutical Research</i> , 1997 , 14, 1298-308	4.5	8
43	Understanding how elderly patients process drug information: a test of a theory of information processing. <i>Pharmaceutical Research</i> , 1997 , 14, 1589-96	4.5	18
42	Goal-directed behaviors in marketing: The role of emotion, volition, and motivation. <i>Psychology and Marketing</i> , 1997 , 14, 309-313	3.9	20
41	Goal-directed behaviors in marketing: Cognitive and emotional perspectives. <i>Psychology and Marketing</i> , 1997 , 14, 539-543	3.9	25
40	A reasoned action approach to physicians' utilization of drug information sources. <i>Pharmaceutical Research</i> , 1996 , 13, 1291-8	4.5	14
39	The role of arousal in the creation and control of the halo effect in attitude models. <i>Psychology and Marketing</i> , 1996 , 13, 235-264	3.9	68
38	An Investigation of Construct Validity and Generalizability of the Self-Concept:. <i>Journal of International Consumer Marketing</i> , 1996 , 8, 97-123	2.1	54
37	Construct validity and generalizability of the Kirton AdaptionInnovation Inventory. <i>European Journal of Personality</i> , 1995 , 9, 185-206	5.1	53
36	Reflections on relationship marketing in consumer markets. <i>Journal of the Academy of Marketing Science</i> , 1995 , 23, 272-277	12.4	351
35	A comparison of leading theories for the prediction of goal-directed behaviours. <i>British Journal of Social Psychology</i> , 1995 , 34, 437-461	6.8	308
34	A general approach to representing multifaceted personality constructs: Application to state self-esteem. <i>Structural Equation Modeling</i> , 1994 , 1, 35-67	3.7	1032
33	Effects of arousal on organization of positive and negative affect and cognitions: Application to attitude theory. <i>Structural Equation Modeling</i> , 1994 , 1, 222-252	3.7	15
32	Assessing Construct Validity in Personality Research: Applications to Measures of Self-Esteem. <i>Journal of Research in Personality</i> , 1993 , 27, 49-87	2.8	157

31	Testing Hypotheses About Methods, Traits, and Communalities in the Direct-Product Model. <i>Applied Psychological Measurement</i> , 1992 , 16, 373-380	1.5	20
30	An Examination of the Etiology of the Attitude-Behavior Relation for Goal-Directed Behaviors. <i>Multivariate Behavioral Research</i> , 1992 , 27, 601-34	2.3	56
29	The Self-Regulation of Attitudes, Intentions, and Behavior. <i>Social Psychology Quarterly</i> , 1992 , 55, 178	1.8	1167
28	Appraisal processes in the enactment of intentions to use coupons. <i>Psychology and Marketing</i> , 1992 , 9, 469-486	3.9	47
27	Multitrait-Multimethod Matrices in Consumer Research. <i>Journal of Consumer Research</i> , 1991 , 17, 426	6.3	450
26	On the use of structural equation models in experimental designs: Two extensions. <i>International Journal of Research in Marketing</i> , 1991 , 8, 125-140	5.5	117
25	Assessing Construct Validity in Organizational Research. <i>Administrative Science Quarterly</i> , 1991 , 36, 421	8.7	3388
24	Assessing method variance in multitrait-multimethod matrices: The case of self-reported affect and perceptions at work.. <i>Journal of Applied Psychology</i> , 1990 , 75, 547-560	7.4	271
23	Trying to Consume. <i>Journal of Consumer Research</i> , 1990 , 17, 127	6.3	510
22	On the Use of Structural Equation Models in Experimental Designs. <i>Journal of Marketing Research</i> , 1989 , 26, 271-284	5.2	282
21	An investigation of the role of affective and moral evaluations in the purposeful behaviour model of attitude. <i>British Journal of Social Psychology</i> , 1989 , 28, 97-113	6.8	15
20	User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. <i>Management Science</i> , 1989 , 35, 982-1003	3.9	11588
19	On the Use of Structural Equation Models in Experimental Designs. <i>Journal of Marketing Research</i> , 1989 , 26, 271	5.2	197
18	On the evaluation of structural equation models. <i>Journal of the Academy of Marketing Science</i> , 1988 , 16, 74-94	12.4	13802
17	A Prospectus for Theory Construction in Marketing. <i>Journal of Marketing</i> , 1984 , 48, 11	11	142
16	Expectancy-value attitude models an analysis of critical measurement issues. <i>International Journal of Research in Marketing</i> , 1984 , 1, 295-310	5.5	75
15	Representing and Testing Organizational Theories: A Holistic Construal. <i>Administrative Science Quarterly</i> , 1982 , 27, 459	8.7	1153
14	Canonical Correlation Analysis As A Special Case Of A Structural Relations Model. <i>Multivariate Behavioral Research</i> , 1981 , 16, 437-54	2.3	94

13	Attitudes, intentions, and behavior: A test of some key hypotheses.. <i>Journal of Personality and Social Psychology</i> , 1981 , 41, 607-627	6.5	430
12	An Examination Of The Validity Of Two Models Of Attitude. <i>Multivariate Behavioral Research</i> , 1981 , 16, 323-59	2.3	221
11	The Nature and Causes of Self-Esteem, Performance, and Satisfaction in the Sales Force: A Structural Equation Approach. <i>The Journal of Business</i> , 1980 , 53, 315		47
10	Toward a general theory of fertility: A causal modeling approach. <i>Demography</i> , 1978 , 15, 301-320	3.5	22
9	Marketing as Exchange: A Theory of Transactions in the Marketplace. <i>American Behavioral Scientist</i> , 1978 , 21, 535-556	1.8	145
8	Salesforce Performance and Satisfaction as a Function of Individual Difference, Interpersonal, and Situational Factors. <i>Journal of Marketing Research</i> , 1978 , 15, 517-531	5.2	175
7	Structural Equation Models in Experimental Research. <i>Journal of Marketing Research</i> , 1977 , 14, 209	5.2	50
6	Structural Equation Models in Experimental Research. <i>Journal of Marketing Research</i> , 1977 , 14, 209-226	5.2	91
5	Marketing as Exchange. <i>Journal of Marketing</i> , 1975 , 39, 32	11	612
4	Marketing as an Organized Behavioral System of Exchange: A comprehensive and analytic structure for interpreting behavior in marketing relationships. <i>Journal of Marketing</i> , 1974 , 38, 77-81	11	140
3	Marketing as an Organized Behavioral System of Exchange. <i>Journal of Marketing</i> , 1974 , 38, 77	11	167
2	Managing Customer Uncertainty in Making Service Offshoring Decisions. <i>Journal of Service Research</i> , 109467052199213	6	1
1	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> , 1	4.3	