

# Joel R Evans

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7826206/publications.pdf>

Version: 2024-02-01

19  
papers

1,807  
citations

932766

10  
h-index

1058022

14  
g-index

24  
all docs

24  
docs citations

24  
times ranked

1691  
citing authors

#	ARTICLE	IF	CITATIONS
1	The value of online surveys: a look back and a look ahead. <i>Internet Research</i> , 2018, 28, 854-887.	2.7	203
2	A strategic approach to self-branding. <i>Journal of Global Scholars of Marketing Science</i> , 2017, 27, 270-311.	1.4	11
3	A Model for Implementing the Marketing Audit. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 338-343.	0.1	0
4	Examining and Assessing the Changing Role of Marketing Research in New Product Planning. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 152-157.	0.1	0
5	Retailing and the period leading up to the Great Recession: a model and a 25-year financial ratio analysis of US retailing. <i>International Review of Retail, Distribution and Consumer Research</i> , 2014, 24, 30-58.	1.3	6
6	Retailing in perspective: the past is a prologue to the future. <i>International Review of Retail, Distribution and Consumer Research</i> , 2011, 21, 1-31.	1.3	36
7	The Role, Development, and Implementation of a Marketing Knowledge base as a Tool in the Enhancement and Assessment of Student Learning. <i>Marketing Education Review</i> , 2010, 20, 187-202.	0.8	3
8	Are the largest public retailers top financial performers? A longitudinal analysis. <i>International Journal of Retail and Distribution Management</i> , 2005, 33, 842-857.	2.7	14
9	The value of online surveys. <i>Internet Research</i> , 2005, 15, 195-219.	2.7	993
10	From the Special Issue Editor. <i>Marketing Education Review</i> , 2001, 11, V-VI.	0.8	0
11	Conceptualizing and Operationalizing the Business-to-Business Value Chain. <i>Industrial Marketing Management</i> , 2001, 30, 135-148.	3.7	52
12	The Emerging Role of the Internet in Marketing Education: From Traditional Teaching to Technology-Based Education. <i>Marketing Education Review</i> , 2001, 11, 1-14.	0.8	62
13	Online business education in the twenty-first century: an analysis of potential target markets. <i>Internet Research</i> , 2001, 11, 246-260.	2.7	52
14	Business-to-Business Marketing and the World Wide Web. <i>Industrial Marketing Management</i> , 1999, 28, 343-358.	3.7	119
15	The relationship marketing process: A conceptualization and application. <i>Industrial Marketing Management</i> , 1994, 23, 439-452.	3.7	253
16	Harnessing the power of market-leading brands: Part 2. <i>Journal of Brand Management</i> , 1994, 1, 229-236.	2.0	1
17	Marketing Strategies for Mature Brands. <i>Journal of Product and Brand Management</i> , 1993, 2, 5-19.	2.6	2
18	Harnessing the power of market-leading brands: Part 1. <i>Journal of Brand Management</i> , 1993, 1, 171-179.	2.0	0

#	ARTICLE	IF	CITATIONS
19	Consumerism in the United States: An Inter-Industry Analysis. Southern Economic Journal, 1981, 48, 535.	1.3	0