

Valarie A Zeithaml

List of Publications by Year in descending order

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34
papers

46,310
citations

147726

31
h-index

377752

34
g-index

34
all docs

34
docs citations

34
times ranked

14310
citing authors

#	ARTICLE	IF	CITATIONS
1	A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, 1985, 49, 41.	7.0	9,163
2	Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing, 1988, 52, 2-22.	7.0	8,655
3	A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, 1985, 49, 41-50.	7.0	5,496
4	The Behavioral Consequences of Service Quality. Journal of Marketing, 1996, 60, 31-46.	7.0	2,756
5	E-S-QUAL. Journal of Service Research, 2005, 7, 213-233.	7.8	2,736
6	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7-27.	3.0	2,336
7	The Nature and Determinants of Customer Expectations of Service. Journal of the Academy of Marketing Science, 1993, 21, 1-12.	7.2	1,769
8	Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. Journal of the Academy of Marketing Science, 2002, 30, 362-375.	7.2	1,654
9	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 1994, 58, 111.	7.0	1,560
10	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. Journal of Marketing, 2004, 68, 109-127.	7.0	1,558
11	Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn. Journal of the Academy of Marketing Science, 2000, 28, 67-85.	7.2	1,241
12	Problems and Strategies in Services Marketing. Journal of Marketing, 1985, 49, 33.	7.0	1,194
13	Communication and Control Processes in the Delivery of Service Quality. Journal of Marketing, 1988, 52, 35-48.	7.0	859
14	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 1994, 58, 111-124.	7.0	755
15	Customer Metrics and Their Impact on Financial Performance. Marketing Science, 2006, 25, 718-739.	2.7	643
16	More on improving service quality measurement. Journal of Retailing, 1993, 69, 140-147.	4.0	578
17	Price and Brand Name As Indicators of Quality Dimensions for Consumer Durables. Journal of the Academy of Marketing Science, 2000, 28, 359-374.	7.2	406
18	Quality counts in services, too. Business Horizons, 1985, 28, 44-52.	3.4	373

#	ARTICLE	IF	CITATIONS
19	The Customer Pyramid: Creating and Serving Profitable Customers. <i>California Management Review</i> , 2001, 43, 118-142.	3.4	371
20	Perceived service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. <i>Human Resource Management</i> , 1991, 30, 335-364.	3.5	331
21	The service-quality puzzle. <i>Business Horizons</i> , 1988, 31, 35-43.	3.4	301
22	The Contingency Approach: Its Foundations and Relevance to Theory Building and Research in Marketing. <i>European Journal of Marketing</i> , 1988, 22, 37-64.	1.7	253
23	The Elderly Consumer and Adoption of Technologies. <i>Journal of Consumer Research</i> , 1985, 12, 353.	3.5	236
24	A Theories-in-Use Approach to Building Marketing Theory. <i>Journal of Marketing</i> , 2020, 84, 32-51.	7.0	206
25	Environmental Management: Revising the Marketing Perspective. <i>Journal of Marketing</i> , 1984, 48, 46.	7.0	163
26	Consumer Response to In-Store Price Information Environments. <i>Journal of Consumer Research</i> , 1982, 8, 357.	3.5	142
27	The New Demographics and Market Fragmentation. <i>Journal of Marketing</i> , 1985, 49, 64.	7.0	132
28	Forward-Looking Focus. <i>Journal of Service Research</i> , 2006, 9, 168-183.	7.8	131
29	Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues. <i>Journal of Service Research</i> , 2020, 23, 409-432.	7.8	123
30	Paradigm Shifts in Business Education: Using Active Learning to Deliver Services Marketing Content. <i>Journal of Marketing Education</i> , 1994, 16, 5-19.	1.6	100
31	Service firms need marketing skills. <i>Business Horizons</i> , 1983, 26, 28-31.	3.4	36
32	Age Differences in Response to Grocery Store Price Information. <i>Journal of Consumer Affairs</i> , 1983, 17, 402-420.	1.2	32
33	User-informed marketing versus standard description to drive demand for evidence-based therapy: A randomized controlled trial.. <i>American Psychologist</i> , 2020, 75, 1038-1051.	3.8	12
34	Dimensions of treatment quality most valued by adolescent substance users and their caregivers.. <i>Professional Psychology: Research and Practice</i> , 2016, 47, 120-129.	0.6	9