

Valarie A Zeithaml

List of Publications by Citations

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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.

34
papers

34,133
citations

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h-index

34
g-index

34
ext. papers

38,167
ext. citations

8.6
avg, IF

7.33
L-index

#	Paper	IF	Citations
34	Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. <i>Journal of Marketing</i> , 1988 , 52, 2-22	11	6831
33	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , 1985 , 49, 41	11	5711
32	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , 1985 , 49, 41-50	11	4285
31	The Behavioral Consequences of Service Quality. <i>Journal of Marketing</i> , 1996 , 60, 31-46	11	2010
30	E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality. <i>Journal of Service Research</i> , 2005 , 7, 213-233	6	1968
29	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. <i>Journal of Marketing Research</i> , 1993 , 30, 7-27	5.2	1759
28	The nature and determinants of customer expectations of service. <i>Journal of the Academy of Marketing Science</i> , 1993 , 21, 1-12	12.4	1315
27	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. <i>Journal of Marketing</i> , 2004 , 68, 109-127	11	1257
26	Service quality delivery through web sites: A critical review of extant knowledge. <i>Journal of the Academy of Marketing Science</i> , 2002 , 30, 362-375	12.4	1178
25	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. <i>Journal of Marketing</i> , 1994 , 58, 111	11	1044
24	Problems and Strategies in Services Marketing. <i>Journal of Marketing</i> , 1985 , 49, 33	11	1024
23	Service quality, profitability, and the economic worth of customers: What we know and what we need to learn. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 67-85	12.4	911
22	Communication and Control Processes in the Delivery of Service Quality. <i>Journal of Marketing</i> , 1988 , 52, 35-48	11	756
21	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. <i>Journal of Marketing</i> , 1994 , 58, 111-124	11	640
20	Customer Metrics and Their Impact on Financial Performance. <i>Marketing Science</i> , 2006 , 25, 718-739	3.6	502
19	More on improving service quality measurement. <i>Journal of Retailing</i> , 1993 , 69, 140-147	6.5	439
18	The Customer Pyramid: Creating and Serving Profitable Customers. <i>California Management Review</i> , 2001 , 43, 118-142	13.2	304

17	Price and brand name as indicators of quality dimensions for consumer durables. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 359-374	12.4	294
16	Quality counts in services, too. <i>Business Horizons</i> , 1985 , 28, 44-52	10.1	290
15	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	4.8	253
14	The service-quality puzzle. <i>Business Horizons</i> , 1988 , 31, 35-43	10.1	224
13	The Contingency Approach: Its Foundations and Relevance to Theory Building and Research in Marketing. <i>European Journal of Marketing</i> , 1988 , 22, 37-64	4.4	213
12	The Elderly Consumer and Adoption of Technologies. <i>Journal of Consumer Research</i> , 1985 , 12, 353	6.3	193
11	Environmental Management: Revising the Marketing Perspective. <i>Journal of Marketing</i> , 1984 , 48, 46	11	131
10	The New Demographics and Market Fragmentation. <i>Journal of Marketing</i> , 1985 , 49, 64	11	116
9	Consumer Response to In-Store Price Information Environments. <i>Journal of Consumer Research</i> , 1982 , 8, 357	6.3	105
8	Forward-Looking Focus: Can Firms Have Adaptive Foresight?. <i>Journal of Service Research</i> , 2006 , 9, 168-183		98
7	A Theories-in-Use Approach to Building Marketing Theory. <i>Journal of Marketing</i> , 2020 , 84, 32-51	11	91
6	Paradigm Shifts in Business Education: Using Active Learning to Deliver Services Marketing Content. <i>Journal of Marketing Education</i> , 1994 , 16, 5-19	2.1	84
5	Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues. <i>Journal of Service Research</i> , 2020 , 23, 409-432	6	37
4	Service firms need marketing skills. <i>Business Horizons</i> , 1983 , 26, 28-31	10.1	31
3	Age Differences in Response to Grocery Store Price Information. <i>Journal of Consumer Affairs</i> , 1983 , 17, 402-420	2	26
2	Dimensions of Treatment Quality Most Valued by Adolescent Substance Users and their Caregivers. <i>Professional Psychology: Research and Practice</i> , 2016 , 47, 120-129	2.2	7
1	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	9.5	6