

# Valarie A Zeithaml

## List of Publications by Year in Descending Order

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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	31 h-index	34 g-index
34 ext. papers	38,167 ext. citations	8.6 avg, IF	7.33 L-index

#	Paper	IF	Citations
34	User-informed marketing versus standard description to drive demand for evidence-based therapy: A randomized controlled trial. <i>American Psychologist</i> , <b>2020</b> , 75, 1038-1051	9.5	6
33	A Theories-in-Use Approach to Building Marketing Theory. <i>Journal of Marketing</i> , <b>2020</b> , 84, 32-51	11	91
32	Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues. <i>Journal of Service Research</i> , <b>2020</b> , 23, 409-432	6	37
31	Dimensions of Treatment Quality Most Valued by Adolescent Substance Users and their Caregivers. <i>Professional Psychology: Research and Practice</i> , <b>2016</b> , 47, 120-129	2.2	7
30	Forward-Looking Focus: Can Firms Have Adaptive Foresight?. <i>Journal of Service Research</i> , <b>2006</b> , 9, 168-183		98
29	Customer Metrics and Their Impact on Financial Performance. <i>Marketing Science</i> , <b>2006</b> , 25, 718-739	3.6	502
28	E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality. <i>Journal of Service Research</i> , <b>2005</b> , 7, 213-233	6	1968
27	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. <i>Journal of Marketing</i> , <b>2004</b> , 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> , <b>2002</b> , 30, 362-375	12.4	1178
25	The Customer Pyramid: Creating and Serving Profitable Customers. <i>California Management Review</i> , <b>2001</b> , 43, 118-142	13.2	304
24	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> , <b>2000</b> , 28, 67-85	12.4	911
23	Price and brand name as indicators of quality dimensions for consumer durables. <i>Journal of the Academy of Marketing Science</i> , <b>2000</b> , 28, 359-374	12.4	294
22	The Behavioral Consequences of Service Quality. <i>Journal of Marketing</i> , <b>1996</b> , 60, 31-46	11	2010
21	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. <i>Journal of Marketing</i> , <b>1994</b> , 58, 111-124	11	640
20	Paradigm Shifts in Business Education: Using Active Learning to Deliver Services Marketing Content. <i>Journal of Marketing Education</i> , <b>1994</b> , 16, 5-19	2.1	84
19	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. <i>Journal of Marketing</i> , <b>1994</b> , 58, 111	11	1044
18	More on improving service quality measurement. <i>Journal of Retailing</i> , <b>1993</b> , 69, 140-147	6.5	439

17	The nature and determinants of customer expectations of service. <i>Journal of the Academy of Marketing Science</i> , <b>1993</b> , 21, 1-12	12.4	1315
16	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. <i>Journal of Marketing Research</i> , <b>1993</b> , 30, 7-27	5.2	1759
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> , <b>1991</b> , 30, 335-364	4.8	253
14	The service-quality puzzle. <i>Business Horizons</i> , <b>1988</b> , 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> , <b>1988</b> , 22, 37-64	4.4	213
12	Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. <i>Journal of Marketing</i> , <b>1988</b> , 52, 2-22	11	6831
11	Communication and Control Processes in the Delivery of Service Quality. <i>Journal of Marketing</i> , <b>1988</b> , 52, 35-48	11	756
10	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , <b>1985</b> , 49, 41-50	11	4285
9	The Elderly Consumer and Adoption of Technologies. <i>Journal of Consumer Research</i> , <b>1985</b> , 12, 353	6.3	193
8	The New Demographics and Market Fragmentation. <i>Journal of Marketing</i> , <b>1985</b> , 49, 64	11	116
7	Problems and Strategies in Services Marketing. <i>Journal of Marketing</i> , <b>1985</b> , 49, 33	11	1024
6	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , <b>1985</b> , 49, 41	11	5711
5	Quality counts in services, too. <i>Business Horizons</i> , <b>1985</b> , 28, 44-52	10.1	290
4	Environmental Management: Revising the Marketing Perspective. <i>Journal of Marketing</i> , <b>1984</b> , 48, 46	11	131
3	Service firms need marketing skills. <i>Business Horizons</i> , <b>1983</b> , 26, 28-31	10.1	31
2	Age Differences in Response to Grocery Store Price Information. <i>Journal of Consumer Affairs</i> , <b>1983</b> , 17, 402-420	2	26
1	Consumer Response to In-Store Price Information Environments. <i>Journal of Consumer Research</i> , <b>1982</b> , 8, 357	6.3	105