

# Sarah Fisher Gardial

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10494844/publications.pdf>

Version: 2024-02-01

5  
papers

1,303  
citations

1684188

5  
h-index

2053705

5  
g-index

5  
all docs

5  
docs citations

5  
times ranked

898  
citing authors

#	ARTICLE	IF	CITATIONS
1	The influence of culture upon consumers' desired value perceptions: A research agenda. <i>Marketing Theory</i> , 2005, 5, 139-163.	3.1	68
2	French versus American Consumers' Attachment of Value to a Product in a Common Consumption Context: A Cross-National Comparison. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 437-460.	11.2	96
3	Exploring the Phenomenon of Customers' Desired Value Change in a Business-to-Business Context. <i>Journal of Marketing</i> , 2002, 66, 102-117.	11.3	558
4	Customer value change in industrial marketing relationships: A call for new strategies and research. <i>Industrial Marketing Management</i> , 1997, 26, 163-175.	6.7	284
5	Comparing Consumers' Recall of Prepurchase and Postpurchase Product Evaluation Experiences. <i>Journal of Consumer Research</i> , 1994, 20, 548.	5.1	297