

Paul J Solomon

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10631426/publications.pdf>

Version: 2024-02-01

8
papers

250
citations

1307594

7
h-index

1588992

8
g-index

8
all docs

8
docs citations

8
times ranked

112
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of Model Attractiveness on Sales Response. <i>Journal of Advertising</i> , 1984, 13, 17-33.	6.6	80
2	Consumers' Level of Prejudice and Response to Black Models in Advertisements. <i>Journal of Marketing Research</i> , 1979, 16, 341.	4.8	53
3	White and Black Consumer Sales Response to Black Models. <i>Journal of Marketing Research</i> , 1976, 13, 431.	4.8	34
4	White Consumer Sales Response to Black Models. <i>Journal of Marketing</i> , 1974, 38, 25.	11.3	32
5	White Consumer Sales Response to Black Models. <i>Journal of Marketing</i> , 1974, 38, 25-29.	11.3	21
6	Dimensions of effective sales coaching: scale development and validation. <i>Journal of Personal Selling and Sales Management</i> , 2019, 39, 299-315.	2.8	16
7	The Effectiveness of University Sponsorship in Increasing Survey Response Rate. <i>Journal of Marketing Theory and Practice</i> , 2007, 15, 263-271.	4.3	7
8	The Impact of Perceived Organizational Support on Self-Directed Learning in Sales Training. <i>Journal of Marketing Channels</i> , 2014, 21, 65-76.	0.4	7