

# Richard Staelin

## List of Publications by Year in descending order

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74  
papers

13,222  
citations

53794

45  
h-index

76900

74  
g-index

75  
all docs

75  
docs citations

75  
times ranked

6587  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7-27.	4.8	2,336
2	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7.	4.8	1,482
3	An Industry Equilibrium Analysis of Downstream Vertical Integration. Marketing Science, 1983, 2, 161-191.	4.1	959
4	The Patient Experience and Health Outcomes. New England Journal of Medicine, 2013, 368, 201-203.	27.0	655
5	A Customer Relationship Management Roadmap: What is Known, Potential Pitfalls, and Where to Go. Journal of Marketing, 2005, 69, 155-166.	11.3	619
6	A Model of Consumer Information Search Behavior for New Automobiles. Journal of Consumer Research, 1983, 9, 366.	5.1	561
7	Salesforce Compensation Plans: An Agency Theoretic Perspective. Marketing Science, 1985, 4, 267-291.	4.1	499
8	The Path to Customer Centricity. Journal of Service Research, 2006, 9, 113-124.	12.2	419
9	Relationship between patient satisfaction with inpatient care and hospital readmission within 30 days. American Journal of Managed Care, 2011, 17, 41-8.	1.1	337
10	Exploiting Rank Ordered Choice Set Data within the Stochastic Utility Model. Journal of Marketing Research, 1982, 19, 288.	4.8	328
11	Patient Satisfaction and Its Relationship With Clinical Quality and Inpatient Mortality in Acute Myocardial Infarction. Circulation: Cardiovascular Quality and Outcomes, 2010, 3, 188-195.	2.2	320
12	Vertical Strategic Interaction: Implications for Channel Pricing Strategy. Marketing Science, 1997, 16, 185-207.	4.1	301
13	Prepurchase Information Seeking for New Cars and Major Household Appliances. Journal of Marketing Research, 1972, 9, 249-257.	4.8	263
14	Nutrition Information in the Supermarket. Journal of Consumer Research, 1986, 13, 48.	5.1	248
15	Exploiting Rank Ordered Choice Set Data within the Stochastic Utility Model. Journal of Marketing Research, 1982, 19, 288-301.	4.8	188
16	Pulling the Plug to Stop the New Product Drain. Journal of Marketing Research, 1997, 34, 164-176.	4.8	186
17	Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation?. Journal of Marketing Research, 1994, 31, 159-172.	4.8	181
18	The Choice Process for Graduate Business Schools. Journal of Marketing Research, 1978, 15, 588-598.	4.8	173

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19	Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation?. Journal of Marketing Research, 1994, 31, 159.	4.8	167
20	Salesforce Compensation Plans in Environments with Asymmetric Information. Marketing Science, 1986, 5, 179-198.	4.1	162
21	Cognitive Considerations in Designing Effective Labels for Presenting Risk Information. Journal of Public Policy and Marketing, 1986, 5, 1-28.	3.4	155
22	Manufacturer Allowances and Retailer Pass-Through Rates in a Competitive Environment. Marketing Science, 1999, 18, 59-76.	4.1	154
23	Stuck in the Past: Why Managers Persist with New Product Failures. Journal of Marketing, 2006, 70, 108-121.	11.3	147
24	The Quality Double Whammy. Marketing Science, 1999, 18, 463-484.	4.1	138
25	Identifying Generalizable Effects of Strategic Actions on Firm Performance: The Case of Demand-Side Returns to R&D Spending. Marketing Science, 1995, 14, G222-G236.	4.1	128
26	Pulling the Plug to Stop the New Product Drain. Journal of Marketing Research, 1997, 34, 164.	4.8	124
27	Environment, Market Share, and Market Power. Management Science, 1990, 36, 1160-1177.	4.1	120
28	Using Market-Level Data to Understand Promotion Effects in a Nonlinear Model. Journal of Marketing Research, 1997, 34, 322-334.	4.8	114
29	Judgment Based Marketing Decision Models: An Experimental Investigation of the Decision Calculus Approach. Management Science, 1979, 25, 251-263.	4.1	113
30	Using Extremeness Aversion to Fight Obesity: Policy Implications of Context Dependent Demand. Journal of Consumer Research, 2008, 35, 406-422.	5.1	104
31	A proposal for handling missing data. Psychometrika, 1975, 40, 229-252.	2.1	97
32	A Framework for Evaluating Consumer Information Regulation. Journal of Marketing, 1981, 45, 11-21.	11.3	85
33	Using Market-Level Data to Understand Promotion Effects in a Nonlinear Model. Journal of Marketing Research, 1997, 34, 322.	4.8	78
34	The Company That You Keep: When to Buy a Competitor's Keyword. Marketing Science, 2014, 33, 485-508.	4.1	78
35	The Success of Marketing Management Support Systems. Marketing Science, 1999, 18, 196-207.	4.1	76
36	Multivariate Analysis of Differences in Buyer Decision Time. Journal of Marketing Research, 1971, 8, 192-198.	4.8	74

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37	A Look on the Cost Side: Market Share and the Competitive Environment. <i>Marketing Science</i> , 1993, 12, 144-166.	4.1	69
38	General alliance experience, uncertainty, and marketing alliance governance mode choice. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 141-158.	11.2	68
39	Judgment Based Marketing Decision Models: Problems and Possible Solutions. <i>Journal of Marketing</i> , 1981, 45, 13-23.	11.3	67
40	Judgment Based Marketing Decision Models: Problems and Possible Solutions. <i>Journal of Marketing</i> , 1981, 45, 13.	11.3	59
41	Multivariate Analysis of Differences in Buyer Decision Time. <i>Journal of Marketing Research</i> , 1971, 8, 192.	4.8	55
42	The Choice Process for Graduate Business Schools. <i>Journal of Marketing Research</i> , 1978, 15, 588.	4.8	55
43	A Framework for Evaluating Consumer Information Regulation. <i>Journal of Marketing</i> , 1981, 45, 11.	11.3	55
44	Enabling the Willing: Consumer Rebates for Durable Goods. <i>Marketing Science</i> , 2006, 25, 350-366.	4.1	55
45	Consumption Effects of Bundling: Consumer Perceptions, Firm Actions, and Public Policy Implications. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 170-188.	3.4	55
46	Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels. <i>Journal of Marketing Research</i> , 1994, 31, 325.	4.8	43
47	Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels. <i>Journal of Marketing Research</i> , 1994, 31, 325-338.	4.8	42
48	Bridge, Focus, Attack, or Stimulate: Retail Category Management Strategies with a Store Brand. <i>Quantitative Marketing and Economics</i> , 2005, 3, 393-418.	1.5	39
49	Understanding managers' strategic decision-making process. <i>Marketing Letters</i> , 1994, 5, 413-426.	2.9	38
50	The Better They are, the more They Give: Trade Promotions of Consumer Durables. <i>Journal of Marketing Research</i> , 2005, 42, 54-66.	4.8	35
51	The impact of firm introductory strategies on consumers' perceptions of future product introductions and purchase decisions. <i>Journal of Product Innovation Management</i> , 2001, 18, 96-109.	9.5	32
52	Salesforce compensation plans: An individual-level analysis. <i>Marketing Letters</i> , 1994, 5, 117-130.	2.9	31
53	The Effects of Consumer Education on Consumer Product Safety Behavior. <i>Journal of Consumer Research</i> , 1978, 5, 30.	5.1	29
54	Incorporating Behavioral Anomalies in Strategic Models. <i>Marketing Letters</i> , 2005, 16, 361-373.	2.9	28

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55	Organizational Characteristics and Patient Experiences With Hospital Care. <i>American Journal of Medical Quality</i> , 2015, 30, 432-440.	0.5	24
56	A "Meta-Analysis" of Multibrand, Multioutlet Channel Systems. <i>Management Science</i> , 2013, 59, 1950-1969.	4.1	21
57	Optimal Market Intelligence Strategy When Management Attention Is Scarce. <i>Management Science</i> , 2009, 55, 526-538.	4.1	20
58	Marketing modeling reality and the realities of marketing modeling. <i>Marketing Letters</i> , 2010, 21, 317-333.	2.9	19
59	Improving the metric quality of questionnaire data. <i>Psychometrika</i> , 1973, 38, 393-410.	2.1	18
60	Commentary "An Industry Equilibrium Analysis of Downstream Vertical Integration: Twenty-Five Years Later. <i>Marketing Science</i> , 2008, 27, 111-114.	4.1	13
61	Do We Really Need to Change the Decision Maker? Counterintuitive Escalation of Commitment Results in Real Options Contexts. <i>Management Science</i> , 2017, 63, 3459-3472.	4.1	12
62	Eras III and IV: My Reflections. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 146-149.	3.4	9
63	Optimal Admission and Scholarship Decisions: Choosing Customized Marketing Offers to Attract a Desirable Mix of Customers. <i>Marketing Science</i> , 2012, 31, 621-636.	4.1	9
64	Chronic pain intervention using pulsed shortwave therapy: the relationship between pain demographics and central sensitization inventory. <i>Pain Management</i> , 2019, 9, 283-296.	1.5	9
65	Recurrent Marketing Decisions: Decision Complexity, Decision Focus, and Firm Performance. <i>Marketing Letters</i> , 2000, 11, 283-297.	2.9	8
66	An over-the-counter central sensitization therapy: a chronic back pain registry study of pain relief, medication use and their adverse effects. <i>Pain Management</i> , 2017, 7, 99-111.	1.5	8
67	Error in Judgmental Sales Forecasts: Theory and Results. <i>Journal of Marketing Research</i> , 1973, 10, 10-16.	4.8	8
68	Models of Environmental Effects on the Development of IQ. <i>Journal of Educational Statistics</i> , 1976, 1, 181.	0.9	4
69	The Role of Statistics in Accounting, Marketing, Finance, and Production. <i>Journal of Business and Economic Statistics</i> , 1988, 6, 261-272.	2.9	4
70	Commentaries and Rejoinder to "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks" by Paulo Albuquerque and Bart J. Bronnenberg. <i>Marketing Science</i> , 2012, 31, 24-35.	4.1	4
71	A Prospective Six-Month Study of Chronic Pain Sufferers: A Novel OTC Neuromodulation Therapy. <i>Pain Research and Management</i> , 2019, 2019, 1-11.	1.8	4
72	Pulsed Shortwave Therapy in Cervical Osteoarthritis: an NSAID- Controlled, Randomized Clinical Trial. <i>SN Comprehensive Clinical Medicine</i> , 2021, 3, 166-175.	0.6	2

#	ARTICLE	IF	CITATIONS
73	A Note on Detection of Interaction. <i>Public Opinion Quarterly</i> , 1970, 34, 408.	1.6	1
74	Rust's and Staelin's Comments on: "A structural model of sales force compensation dynamics: estimation and field implementation" by Sanjog Misra and Harikesh Nair. <i>Quantitative Marketing and Economics</i> , 2011, 9, 259-265.	1.5	1