Richard Staelin

List of Publications by Year
in descending order

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	Pulsed Shortwave Therapy in Cervical Osteoarthritis: an NSAID- Controlled, Randomized Clinical Trial. SN Comprehensive Clinical Medicine, 2021, 3, 166-175.	0.6	2
2	Chronic pain intervention using pulsed shortwave therapy: the relationship between pain demographics and central sensitization inventory. Pain Management, 2019, 9, 283-296.	1.5	9
3	A Prospective Six-Month Study of Chronic Pain Sufferers: A Novel OTC Neuromodulation Therapy. Pain Research and Management, 2019, 2019, 1-11.	1.8	4
4	An over-the-counter central sensitization therapy: a chronic back pain registry study of pain relief, medication use and their adverse effects. Pain Management, 2017, 7, 99-111.	1.5	8
5	Do We Really Need to Change the Decision Maker? Counterintuitive Escalation of Commitment Results in Real Options Contexts. Management Science, 2017, 63, 3459-3472.	4.1	12
6	Organizational Characteristics and Patient Experiences With Hospital Care. American Journal of Medical Quality, 2015, 30, 432-440.	0.5	24
7	The Company That You Keep: When to Buy a Competitor's Keyword. Marketing Science, 2014, 33, 485-508.	4.1	78
8	The Patient Experience and Health Outcomes. New England Journal of Medicine, 2013, 368, 201-203.	27.0	655
9	A â€œMeta-Analysisâ€•of Multibrand, Multioutlet Channel Systems. Management Science, 2013, 59, 1950-1969.	4.1	21
10	Optimal Admission and Scholarship Decisions: Choosing Customized Marketing Offers to Attract a Desirable Mix of Customers. Marketing Science, 2012, 31, 621-636.	4.1	9
11	Commentaries and Rejoinder to â€œMeasuring the Impact of Negative Demand Shocks on Car Dealer Networksâ€•by Paulo Albuquerque and Bart J. Bronnenberg. Marketing Science, 2012, 31, 24-35.	4.1	4
12	Rustâ€™s and Staelinâ€™s Comments on: â€œA structural model of sales force compensation dynamics: estimation and field implementationâ€•by Sanjog Misra and Harikesh Nair. Quantitative Marketing and Economics, 2011, 9, 259-265.	1.5	1
13	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
14	General alliance experience, uncertainty, and marketing alliance governance mode choice. Journal of the Academy of Marketing Science, 2010, 38, 141-158.	11.2	68
15	Marketing modeling reality and the realities of marketing modeling. Marketing Letters, 2010, 21, 317-333.	2.9	19
16	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
17	Consumption Effects of Bundling: Consumer Perceptions, Firm Actions, and Public Policy Implications. Journal of Public Policy and Marketing, 2010, 29, 170-188.	3.4	55
18	Optimal Market Intelligence Strategy When Management Attention Is Scarce. Management Science, 2009, 55, 526-538.	4.1	20

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19	Using Extremeness Aversion to Fight Obesity: Policy Implications of Context Dependent Demand. Journal of Consumer Research, 2008, 35, 406-422.	5.1	104
20	Commentary—An Industry Equilibrium Analysis of Downstream Vertical Integration: Twenty-Five Years Later. Marketing Science, 2008, 27, 111-114.	4.1	13
21	Stuck in the Past: Why Managers Persist with New Product Failures. Journal of Marketing, 2006, 70, 108-121.	11.3	147
22	The Path to Customer Centricity. Journal of Service Research, 2006, 9, 113-124.	12.2	419
23	Enabling the Willing: Consumer Rebates for Durable Goods. Marketing Science, 2006, 25, 350-366.	4.1	55
24	Eras III and IV: My Reflections. Journal of Public Policy and Marketing, 2005, 24, 146-149.	3.4	9
25	The Better They are, the more They Give: Trade Promotions of Consumer Durables. Journal of Marketing Research, 2005, 42, 54-66.	4.8	35
26	Incorporating Behavioral Anomalies in Strategic Models. Marketing Letters, 2005, 16, 361-373.	2.9	28
27	Bridge, Focus, Attack, or Stimulate: Retail Category Management Strategies with a Store Brand. Quantitative Marketing and Economics, 2005, 3, 393-418.	1.5	39
28	A Customer Relationship Management Roadmap: What is Known, Potential Pitfalls, and Where to Go. Journal of Marketing, 2005, 69, 155-166.	11.3	619
29	The impact of firm introductory strategies on consumers' perceptions of future product introductions and purchase decisions. Journal of Product Innovation Management, 2001, 18, 96-109.	9.5	32
30	Recurrent Marketing Decisions: Decision Complexity, Decision Focus, and Firm Performance. Marketing Letters, 2000, 11, 283-297.	2.9	8
31	The Quality Double Whammy. Marketing Science, 1999, 18, 463-484.	4.1	138
32	Manufacturer Allowances and Retailer Pass-Through Rates in a Competitive Environment. Marketing Science, 1999, 18, 59-76.	4.1	154
33	The Success of Marketing Management Support Systems. Marketing Science, 1999, 18, 196-207.	4.1	76
34	Vertical Strategic Interaction: Implications for Channel Pricing Strategy. Marketing Science, 1997, 16, 185-207.	4.1	301
35	Using Market-Level Data to Understand Promotion Effects in a Nonlinear Model. Journal of Marketing Research, 1997, 34, 322.	4.8	78
36	Pulling the Plug to Stop the New Product Drain. Journal of Marketing Research, 1997, 34, 164.	4.8	124

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37	Using Market-Level Data to Understand Promotion Effects in a Nonlinear Model. Journal of Marketing Research, 1997, 34, 322-334.	4.8	114
38	Pulling the Plug to Stop the New Product Drain. Journal of Marketing Research, 1997, 34, 164-176.	4.8	186
39	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
40	Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels. Journal of Marketing Research, 1994, 31, 325-338.	4.8	42
41	Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation?. Journal of Marketing Research, 1994, 31, 159-172.	4.8	181
42	Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels. Journal of Marketing Research, 1994, 31, 325.	4.8	43
43	Salesforce compensation plans: An individual-level analysis. Marketing Letters, 1994, 5, 117-130.	2.9	31
44	Understanding managers' strategic decision-making process. Marketing Letters, 1994, 5, 413-426.	2.9	38
45	Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation?. Journal of Marketing Research, 1994, 31, 159.	4.8	167
46	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7.	4.8	1,482
47	A Look on the Cost Side: Market Share and the Competitive Environment. Marketing Science, 1993, 12, 144-166.	4.1	69
48	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7-27.	4.8	2,336
49	Environment, Market Share, and Market Power. Management Science, 1990, 36, 1160-1177.	4.1	120
50	The Role of Statistics in Accounting, Marketing, Finance, and Production. Journal of Business and Economic Statistics, 1988, 6, 261-272.	2.9	4
51	Cognitive Considerations in Designing Effective Labels for Presenting Risk Information. Journal of Public Policy and Marketing, 1986, 5, 1-28.	3.4	155
52	Salesforce Compensation Plans in Environments with Asymmetric Information. Marketing Science, 1986, 5, 179-198.	4.1	162
53	Nutrition Information in the Supermarket. Journal of Consumer Research, 1986, 13, 48.	5.1	248
54	Salesforce Compensation Plans: An Agency Theoretic Perspective. Marketing Science, 1985, 4, 267-291.	4.1	499

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55	An Industry Equilibrium Analysis of Downstream Vertical Integration. Marketing Science, 1983, 2, 161-191.	4.1	959
56	A Model of Consumer Information Search Behavior for New Automobiles. Journal of Consumer Research, 1983, 9, 366.	5.1	561
57	Exploiting Rank Ordered Choice Set Data within the Stochastic Utility Model. Journal of Marketing Research, 1982, 19, 288.	4.8	328
58	Exploiting Rank Ordered Choice Set Data within the Stochastic Utility Model. Journal of Marketing Research, 1982, 19, 288-301.	4.8	188
59	Judgment Based Marketing Decision Models: Problems and Possible Solutions. Journal of Marketing, 1981, 45, 13-23.	11.3	67
60	A Framework for Evaluating Consumer Information Regulation. Journal of Marketing, 1981, 45, 11-21.	11.3	85
61	Judgment Based Marketing Decision Models: Problems and Possible Solutions. Journal of Marketing, 1981, 45, 13.	11.3	59
62	A Framework for Evaluating Consumer Information Regulation. Journal of Marketing, 1981, 45, 11.	11.3	55
63	Judgment Based Marketing Decision Models: An Experimental Investigation of the Decision Calculus Approach. Management Science, 1979, 25, 251-263.	4.1	113
64	The Choice Process for Graduate Business Schools. Journal of Marketing Research, 1978, 15, 588.	4.8	55
65	The Effects of Consumer Education on Consumer Product Safety Behavior. Journal of Consumer Research, 1978, 5, 30.	5.1	29
66	The Choice Process for Graduate Business Schools. Journal of Marketing Research, 1978, 15, 588-598.	4.8	173
67	Models of Environmental Effects on the Development of IQ. Journal of Educational Statistics, 1976, 1, 181.	0.9	4
68	A proposal for handling missing data. Psychometrika, 1975, 40, 229-252.	2.1	97
69	Improving the metric quality of questionnaire data. Psychometrika, 1973, 38, 393-410.	2.1	18
70	Error in Judgmental Sales Forecasts: Theory and Results. Journal of Marketing Research, 1973, 10, 10-16.	4.8	8
71	Prepurchase Information Seeking for New Cars and Major Household Appliances. Journal of Marketing Research, 1972, 9, 249-257.	4.8	263
72	Multivariate Analysis of Differences in Buyer Decision Time. Journal of Marketing Research, 1971, 8, 192-198.	4.8	74

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73	Multivariate Analysis of Differences in Buyer Decision Time. Journal of Marketing Research, 1971, 8, 192.	4.8	55
74	A Note on Detection of Interaction. Public Opinion Quarterly, 1970, 34, 408.	1.6	1