

A Parasuraman

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11062820/publications.pdf>

Version: 2024-02-01

49
papers

51,244
citations

71061

41
h-index

214721

47
g-index

49
all docs

49
docs citations

49
times ranked

14554
citing authors

#	ARTICLE	IF	CITATIONS
1	The Fifth Industrial Revolution: How Harmonious Humanâ€“Machine Collaboration is Triggering a Retail and Service [R]evolution. <i>Journal of Retailing</i> , 2022, 98, 199-208.	4.0	47
2	More than a feeling? Toward a theory of customer delight. <i>Journal of Service Management</i> , 2020, 32, 1-26.	4.4	21
3	Demographics, attitudes, and technology readiness. <i>Marketing Intelligence and Planning</i> , 2017, 35, 18-39.	2.1	84
4	Linking service design to value creation and service research. <i>Journal of Service Management</i> , 2016, 27, 21-29.	4.4	90
5	An Updated and Streamlined Technology Readiness Index. <i>Journal of Service Research</i> , 2015, 18, 59-74.	7.8	673
6	Opportunities for Innovation in the Delivery of Interactive Retail Services. <i>Journal of Interactive Marketing</i> , 2010, 24, 155-167.	4.3	109
7	Service productivity, quality and innovation. <i>International Journal of Quality and Service Sciences</i> , 2010, 2, 277-286.	1.4	94
8	Customer Experience Creation: Determinants, Dynamics and Management Strategies. <i>Journal of Retailing</i> , 2009, 85, 31-41.	4.0	1,987
9	An interdisciplinary approach to assessing the characteristics and sales potential of modern salespeople. <i>Industrial Marketing Management</i> , 2009, 38, 838-844.	3.7	18
10	A Design Theory Approach to Building Strategic Networkâ€“Based Customer Service Systems*. <i>Decision Sciences</i> , 2009, 40, 403-430.	3.2	41
11	The effects of the dimensions of technology readiness on technology acceptance: An empirical analysis. <i>Journal of Interactive Marketing</i> , 2008, 22, 19-39.	4.3	127
12	Individual-level Determinants of Consumers' Adoption and Usage of Technological Innovations. <i>Review of Marketing Research</i> , 2006, , 151-176.	0.2	0
13	The Path to Customer Centricity. <i>Journal of Service Research</i> , 2006, 9, 113-124.	7.8	419
14	Invited Commentaryâ€“Modeling Opportunities in Service Recovery and Customer-Managed Interactions. <i>Marketing Science</i> , 2006, 25, 590-593.	2.7	48
15	Developing successful technologyâ€“based services: the issue of identifying and involving innovative users. <i>Journal of Services Marketing</i> , 2006, 20, 288-297.	1.7	119
16	Succeeding in the Big Middle through technology. <i>Journal of Retailing</i> , 2005, 81, 107-111.	4.0	58
17	E-S-QUAL. <i>Journal of Service Research</i> , 2005, 7, 213-233.	7.8	2,736
18	Assessing and improving service performance for maximum impact: insights from a twoâ€“decadeâ€“long research journey. <i>Performance Measurement and Metrics</i> , 2004, 5, 45-52.	0.3	78

#	ARTICLE	IF	CITATIONS
19	A Mathematical Model of Service Failure and Recovery Strategies*. Decision Sciences, 2004, 35, 493-525.	3.2	81
20	Net-Based Customer Service Systems: Evolution and Revolution in Web Site Functionalities*. Decision Sciences, 2004, 35, 423-455.	3.2	136
21	The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. Journal of Marketing, 2002, 66, 120-141.	7.0	1,553
22	Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. Journal of the Academy of Marketing Science, 2002, 30, 362-375.	7.2	1,654
23	Marketing Actions and the Value of Customer Assets. Journal of Service Research, 2002, 5, 39-54.	7.8	204
24	Marketing to and Serving Customers through the Internet: An Overview and Research Agenda. Journal of the Academy of Marketing Science, 2002, 30, 286-295.	7.2	231
25	Understanding and Improving Service Quality: A Literature Review and Research Agenda. , 2002, , 339-369.		30
26	The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda. Journal of the Academy of Marketing Science, 2000, 28, 168-174.	7.2	1,204
27	Technology Readiness Index (Tri). Journal of Service Research, 2000, 2, 307-320.	7.8	1,992
28	Customer service in business-to-business markets: an agenda for research. Journal of Business and Industrial Marketing, 1998, 13, 309-321.	1.8	198
29	The Roles of Price, Performance, and Expectations in Determining Satisfaction in Service Exchanges. Journal of Marketing, 1998, 62, 46.	7.0	361
30	The Roles of Price, Performance, and Expectations in Determining Satisfaction in Service Exchanges. Journal of Marketing, 1998, 62, 46-61.	7.0	1,143
31	Reflections on gaining competitive advantage through customer value. Journal of the Academy of Marketing Science, 1997, 25, 154-161.	7.2	625
32	The Behavioral Consequences of Service Quality. Journal of Marketing, 1996, 60, 31.	7.0	5,646
33	The Behavioral Consequences of Service Quality. Journal of Marketing, 1996, 60, 31-46.	7.0	2,756
34	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 1994, 58, 111-124.	7.0	755
35	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 1994, 58, 111.	7.0	1,560
36	The Influence of Store Environment on Quality Inferences and Store Image. Journal of the Academy of Marketing Science, 1994, 22, 328-339.	7.2	1,061

#	ARTICLE	IF	CITATIONS
37	Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria. <i>Journal of Retailing</i> , 1994, 70, 201-230.	4.0	1,000
38	More on improving service quality measurement. <i>Journal of Retailing</i> , 1993, 69, 140-147.	4.0	578
39	The Nature and Determinants of Customer Expectations of Service. <i>Journal of the Academy of Marketing Science</i> , 1993, 21, 1-12.	7.2	1,769
40	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> , 1991, 30, 335-364.	3.5	331
41	Communication and Control Processes in the Delivery of Service Quality. <i>Journal of Marketing</i> , 1988, 52, 35.	7.0	905
42	Communication and Control Processes in the Delivery of Service Quality. <i>Journal of Marketing</i> , 1988, 52, 35-48.	7.0	859
43	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , 1985, 49, 41-50.	7.0	5,496
44	Problems and Strategies in Services Marketing. <i>Journal of Marketing</i> , 1985, 49, 33-46.	7.0	1,584
45	Problems and Strategies in Services Marketing. <i>Journal of Marketing</i> , 1985, 49, 33.	7.0	1,194
46	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , 1985, 49, 41.	7.0	9,163
47	Quality counts in services, too. <i>Business Horizons</i> , 1985, 28, 44-52.	3.4	373
48	Service firms need marketing skills. <i>Business Horizons</i> , 1983, 26, 28-31.	3.4	36
49	More on the Prediction of Mail Survey Response Rates. <i>Journal of Marketing Research</i> , 1982, 19, 261-268.	3.0	17