

John R Sparks

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11321596/publications.pdf>

Version: 2024-02-01

15
papers

1,191
citations

623734

14
h-index

996975

15
g-index

15
all docs

15
docs citations

15
times ranked

837
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 1 | Marketing Researcher Ethical Sensitivity: Conceptualization, Measurement, and Exploratory Investigation. <i>Journal of Marketing</i> , 1998, 62, 92-109. | 11.3 | 258 |
| 2 | Explaining the effects of transformational leadership: an investigation of the effects of higher-order motives in multilevel marketing organizations. <i>Journal of Organizational Behavior</i> , 2001, 22, 849-869. | 4.7 | 184 |
| 3 | Predictors, consequence, and measurement of ethical judgments: Review and meta-analysis. <i>Journal of Business Research</i> , 2012, 65, 84-91. | 10.2 | 164 |
| 4 | Marketing Researcher Ethical Sensitivity: Conceptualization, Measurement, and Exploratory Investigation. <i>Journal of Marketing</i> , 1998, 62, 92. | 11.3 | 158 |
| 5 | Ethical Judgments in Business Ethics Research: Definition, and Research Agenda. <i>Journal of Business Ethics</i> , 2010, 91, 405-418. | 6.0 | 97 |
| 6 | An investigation of the effects of language style and communication modality on persuasion. <i>Communication Monographs</i> , 1998, 65, 108-125. | 2.7 | 70 |
| 7 | The effects of sales presentation quality and initial perceptions on persuasion: a multiple role perspective. <i>Journal of Business Research</i> , 2002, 55, 517-528. | 10.2 | 51 |
| 8 | Language power and persuasion. <i>Psychology and Marketing</i> , 2005, 22, 507-525. | 8.2 | 42 |
| 9 | Machiavellianism and Personal Success in Marketing: The Moderating Role of Latitude for Improvisation. <i>Journal of the Academy of Marketing Science</i> , 1994, 22, 393-400. | 11.2 | 32 |
| 10 | A social cognitive explanation of situational and individual effects on moral sensitivity. <i>Journal of Applied Social Psychology</i> , 2015, 45, 45-54. | 2.0 | 29 |
| 11 | Socialization Communication, Organizational Citizenship Behaviors, and Sales in a Multilevel Marketing Organization. <i>Journal of Personal Selling and Sales Management</i> , 2006, 26, 161-180. | 2.8 | 27 |
| 12 | Style Versus Substance: Multiple Roles of Language Power in Persuasion. <i>Journal of Applied Social Psychology</i> , 2008, 38, 37-60. | 2.0 | 27 |
| 13 | Factors influencing student perceptions of unethical behavior by personal salespeople: An experimental investigation. <i>Journal of Business Ethics</i> , 1996, 15, 871-887. | 6.0 | 26 |
| 14 | Title is missing!. <i>Teaching Business Ethics</i> , 2000, 4, 359-377. | 0.8 | 18 |
| 15 | Judgment Difficulty and the Moral Intensity of Unethical Acts: A Cognitive Response Analysis of Dual Process Ethical Judgment Formation. <i>Ethics and Behavior</i> , 2014, 24, 151-163. | 1.8 | 8 |