

John R Sparks

List of Publications by Year in descending order

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

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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	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
2	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
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	Ethical Judgments in Business Ethics Research: Definition, and Research Agenda. <i>Journal of Business Ethics</i> , 2010, 91, 405-418.	6.0	97
5	Style Versus Substance: Multiple Roles of Language Power in Persuasion. <i>Journal of Applied Social Psychology</i> , 2008, 38, 37-60.	2.0	27
6	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
7	Language power and persuasion. <i>Psychology and Marketing</i> , 2005, 22, 507-525.	8.2	42
8	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
9	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
10	Title is missing!. <i>Teaching Business Ethics</i> , 2000, 4, 359-377.	0.8	18
11	An investigation of the effects of language style and communication modality on persuasion. <i>Communication Monographs</i> , 1998, 65, 108-125.	2.7	70
12	Marketing Researcher Ethical Sensitivity: Conceptualization, Measurement, and Exploratory Investigation. <i>Journal of Marketing</i> , 1998, 62, 92.	11.3	158
13	Marketing Researcher Ethical Sensitivity: Conceptualization, Measurement, and Exploratory Investigation. <i>Journal of Marketing</i> , 1998, 62, 92-109.	11.3	258
14	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
15	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