

Michele D Bunn

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11524472/publications.pdf>

Version: 2024-02-01

15
papers

812
citations

840776

11
h-index

1058476

14
g-index

15
all docs

15
docs citations

15
times ranked

416
citing authors

#	ARTICLE	IF	CITATIONS
1	Taxonomy of Buying Decision Approaches. <i>Journal of Marketing</i> , 1993, 57, 38-56.	11.3	239
2	Taxonomy of Buying Decision Approaches. <i>Journal of Marketing</i> , 1993, 57, 38.	11.3	146
3	Stakeholder Collaboration: Implications for Stakeholder Theory and Practice. <i>Journal of Business Ethics</i> , 2010, 96, 21-26.	6.0	100
4	Stakeholder analysis for multi-sector innovations. <i>Journal of Business and Industrial Marketing</i> , 2002, 17, 181-203.	3.0	65
5	Interrelationships among key aspects of the organizational procurement process. <i>International Journal of Research in Marketing</i> , 2006, 23, 155-170.	4.2	58
6	Situational risk in organizational buying: A basis for adaptive selling. <i>Industrial Marketing Management</i> , 1996, 25, 439-452.	6.7	35
7	Key Aspects of Organizational Buying: Conceptualization and Measurement. <i>Journal of the Academy of Marketing Science</i> , 1994, 22, 160-169.	11.2	34
8	Process heuristics in organizational buying: Starting to fill a gap. <i>Journal of Business Research</i> , 2006, 59, 186-194.	10.2	30
9	Government/business relationships: insights into contract implementation. <i>Journal of Public Procurement</i> , 2004, 4, 84-115.	2.0	29
10	Patterns of Information Source Use Across Industrial Purchase Situations. <i>Decision Sciences</i> , 1993, 24, 457-478.	4.5	28
11	Organizational memory: a new perspective on the organizational buying process. <i>Journal of Business and Industrial Marketing</i> , 2003, 18, 237-257.	3.0	26
12	Timeless and timely issues in distance education planning. <i>American Journal of Distance Education</i> , 2001, 15, 55-68.	1.5	11
13	Aspects of Consumer Search for Health Information:. <i>Health Marketing Quarterly</i> , 1994, 11, 75-98.	1.0	9
14	Market segmentation for improved distance education program planning. <i>Distance Education</i> , 1999, 20, 274-294.	3.9	1
15	Interrelationships among Key Aspects of the Organizational Procurement Process. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1