

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