

# Claes Fornell

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11808076/publications.pdf>

Version: 2024-02-01

69  
papers

115,212  
citations

57631

44  
h-index

123241

61  
g-index

71  
all docs

71  
docs citations

71  
times ranked

35498  
citing authors

#	ARTICLE	IF	CITATIONS
1	Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 1981, 18, 39-50.	3.0	51,873
2	Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 1981, 18, 39.	3.0	26,728
3	Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. Journal of Marketing Research, 1981, 18, 382-388.	3.0	8,250
4	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. Journal of Marketing, 1994, 58, 53.	7.0	2,684
5	A National Customer Satisfaction Barometer: The Swedish Experience. Journal of Marketing, 1992, 56, 6-21.	7.0	2,554
6	A National Customer Satisfaction Barometer: The Swedish Experience. Journal of Marketing, 1992, 56, 6.	7.0	2,522
7	Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory. Journal of Marketing Research, 1982, 19, 440-452.	3.0	2,400
8	The American Customer Satisfaction Index: Nature, Purpose, and Findings. Journal of Marketing, 1996, 60, 7.	7.0	2,395
9	The American Customer Satisfaction Index: Nature, Purpose, and Findings. Journal of Marketing, 1996, 60, 7-18.	7.0	2,237
10	Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory. Journal of Marketing Research, 1982, 19, 440.	3.0	1,822
11	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. Journal of Marketing, 1994, 58, 53-66.	7.0	1,486
12	Customer Satisfaction and Shareholder Value. Journal of Marketing, 2004, 68, 172-185.	7.0	987
13	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. Marketing Science, 1997, 16, 129-145.	2.7	983
14	Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis. Journal of Marketing Research, 1987, 24, 337-346.	3.0	871
15	A framework for comparing customer satisfaction across individuals and product categories. Journal of Economic Psychology, 1991, 12, 267-286.	1.1	618
16	Customer Satisfaction and Stock Prices: High Returns, Low Risk. Journal of Marketing, 2006, 70, 3-14.	7.0	568
17	Why Do Customer Relationship Management Applications Affect Customer Satisfaction?. Journal of Marketing, 2005, 69, 201-209.	7.0	550
18	Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis. Journal of Marketing Research, 1987, 24, 337.	3.0	530

#	ARTICLE	IF	CITATIONS
19	Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework. <i>Journal of Consumer Research</i> , 1995, 21, 695.	3.5	426
20	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305-317.	3.0	410
21	Foundations of the American Customer Satisfaction Index. <i>Total Quality Management and Business Excellence</i> , 2000, 11, 869-882.	0.6	357
22	Sources of Market Pioneer Advantages in Consumer Goods Industries. <i>Journal of Marketing Research</i> , 1985, 22, 305.	3.0	330
23	A Model for Customer Complaint Management. <i>Marketing Science</i> , 1988, 7, 287-298.	2.7	264
24	Issues in the Application of Covariance Structure Analysis: A Comment. <i>Journal of Consumer Research</i> , 1983, 9, 443.	3.5	262
25	Are market pioneers intrinsically stronger than later entrants?. <i>Strategic Management Journal</i> , 1992, 13, 609-624.	4.7	259
26	Customer Satisfaction and Stock Prices: High Returns, Low Risk. <i>Journal of Marketing</i> , 2006, 70, 3-14.	7.0	216
27	The Vicious Circle of Consumer Complaints. <i>Journal of Marketing</i> , 1984, 48, 68-78.	7.0	206
28	The Effect of Customer Satisfaction on Consumer Spending Growth. <i>Journal of Marketing Research</i> , 2010, 47, 28-35.	3.0	193
29	The Cooperative Venture Formation Process: A Latent Variable Structural Modeling Approach. <i>Management Science</i> , 1990, 36, 1246-1255.	2.4	168
30	Reexamining the Market Share–Customer Satisfaction Relationship. <i>Journal of Marketing</i> , 2013, 77, 1-20.	7.0	156
31	Canonical Correlation Analysis As A Special Case Of A Structural Relations Model. <i>Multivariate Behavioral Research</i> , 1981, 16, 437-454.	1.8	144
32	Designing Web Sites for Customer Loyalty Across Business Domains: A Multilevel Analysis. <i>Journal of Management Information Systems</i> , 2006, 23, 97-127.	2.1	137
33	Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible. <i>Journal of Marketing</i> , 2016, 80, 92-107.	7.0	122
34	Assumptions of the Two-Step Approach to Latent Variable Modeling. <i>Sociological Methods and Research</i> , 1992, 20, 291-320.	4.3	121
35	Expectations, perceived performance, and customer satisfaction for a complex service: The case of bank loans. <i>Journal of Economic Psychology</i> , 1996, 17, 163-182.	1.1	109
36	The Quality of Economic Output: Empirical Generalizations About Its Distribution and Relationship to Market Share. <i>Marketing Science</i> , 1995, 14, G203-G211.	2.7	108

#	ARTICLE	IF	CITATIONS
37	Industrial Organization and Consumer Satisfaction/Dissatisfaction. Journal of Consumer Research, 1983, 9, 403.	3.5	100
38	The Relationship between Advertising and Product Quality over the Product Life Cycle: A Contingency Theory. Journal of Marketing Research, 1988, 25, 64-71.	3.0	98
39	Patterns of Information Source usage among Durable Goods Buyers. Journal of Marketing Research, 1979, 16, 303-312.	3.0	96
40	Do managers know what their customers think and why?. Journal of the Academy of Marketing Science, 2017, 45, 37-54.	7.2	91
41	The Nature and Methodological Implications of the Cognitive Representation of Products. Journal of Consumer Research, 1987, 14, 214.	3.5	82
42	Commentary "The Economic and Statistical Significance of Stock Returns on Customer Satisfaction. Marketing Science, 2009, 28, 820-825.	2.7	67
43	Consumption Experience and Sales Promotion Expenditure. Management Science, 1985, 31, 1084-1105.	2.4	65
44	Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling "Customer Loyalty Relationship. Journal of Marketing, 2020, 84, 79-99.	7.0	53
45	Differentiation as a basis for explaining customer satisfaction across industries. Journal of Economic Psychology, 1993, 14, 681-696.	1.1	45
46	Direct regression, reverse regression, and covariance structure analysis. Marketing Letters, 1991, 2, 309-320.	1.9	42
47	Quality and Productivity: Contradictory and Complementary. Quality Management Journal, 1996, 4, 22-39.	0.9	42
48	Research Note "Information Technology, Customer Satisfaction, and Profit: Theory and Evidence. Information Systems Research, 2016, 27, 166-181.	2.2	40
49	RESTORING THE PRINCIPLE OF MINIMUM DIFFERENTIATION IN PRODUCT POSITIONING. Journal of Economics and Management Strategy, 1992, 1, 475-505.	0.4	31
50	Assumptions of the Two-Step Approach. Sociological Methods and Research, 1992, 20, 334-339.	4.3	26
51	The statistical significance of portfolio returns. International Journal of Research in Marketing, 2009, 26, 162-163.	2.4	26
52	Attribute abstraction, feature-dimensionality, and the scaling of product similarities. International Journal of Research in Marketing, 1992, 9, 131-147.	2.4	25
53	External Single-Set Components Analysis Of Multiple Criterion/Multiple Predictor Variables. Multivariate Behavioral Research, 1979, 14, 323-338.	1.8	21
54	Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson. Journal of Marketing Research, 1984, 21, 113-117.	3.0	20

#	ARTICLE	IF	CITATIONS
55	Increasing the Organizational Influence of Corporate Consumer Affairs Departments. Journal of Consumer Affairs, 1981, 15, 191-213.	1.2	18
56	A Test of Two Consumer Response Scales in Advertising. Journal of Marketing Research, 1985, 22, 447-452.	3.0	18
57	Corporate consumer affairs departments – A communications perspective. Zeitschrift für Verbraucherpolitik/Journal of Consumer Policy, 1978, 2, 289-302.	0.3	16
58	Effect of Information Technology Investments on Customer Satisfaction: Theory and Evidence. SSRN Electronic Journal, 0, , .	0.4	11
59	Does Offshoring Impact Customer Satisfaction?. SSRN Electronic Journal, 0, , .	0.4	10
60	The Reign of the Customer. , 2020, , .		9
61	Problems in the Interpretation of Canonical Analysis: The Case of Power in Distributive Channels. Journal of Marketing Research, 1978, 15, 489-491.	3.0	6
62	How Does Customer Service Offshoring Impact Customer Satisfaction?. Journal of Computer Information Systems, 2020, 60, 569-582.	2.0	6
63	Modeling Distance Structures in Consumer Research: Scale Versus Order in Validity Assessment. Journal of Consumer Research, 1990, 16, 479.	3.5	4
64	Defining Customer Satisfaction: A Strategic Company Asset?. , 2020, , 1-24.		2
65	Satisfied Customers: An Asset Driving Financial Performance. , 2020, , 139-154.		2
66	Customer Expectations: What Do Your Customers Demand?. , 2020, , 25-39.		1
67	ACSI: Is Satisfaction Guaranteed?. , 2020, , 71-96.		0
68	Perceived Quality: Does Performance Matter?. , 2020, , 41-55.		0
69	Customer Loyalty: Hey, Stick Around for a While!. , 2020, , 117-138.		0