

# Joseph A Cote

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12074189/publications.pdf>

Version: 2024-02-01

18  
papers

4,536  
citations

516710

16  
h-index

839539

18  
g-index

18  
all docs

18  
docs citations

18  
times ranked

3216  
citing authors

#	ARTICLE	IF	CITATIONS
1	Lack of method variance in self-reported affect and perceptions at work: Reality or artifact?. Journal of Applied Psychology, 1989, 74, 462-468.	5.3	1,254
2	Multicollinearity and Measurement Error in Structural Equation Models: Implications for Theory Testing. Marketing Science, 2004, 23, 519-529.	4.1	869
3	Estimating Trait, Method, and Error Variance: Generalizing across 70 Construct Validation Studies. Journal of Marketing Research, 1987, 24, 315-318.	4.8	450
4	Guidelines for Selecting or Modifying Logos. Journal of Marketing, 1998, 62, 14-30.	11.3	371
5	Estimating Trait, Method, and Error Variance: Generalizing across 70 Construct Validation Studies. Journal of Marketing Research, 1987, 24, 315.	4.8	326
6	Building strong brands in Asia: selecting the visual components of image to maximize brand strength. International Journal of Research in Marketing, 2003, 20, 297-313.	4.2	223
7	Impression Management using Typeface Design. Journal of Marketing, 2004, 68, 60-72.	11.3	215
8	Guidelines for Selecting or Modifying Logos. Journal of Marketing, 1998, 62, 14.	11.3	162
9	Does the Customer Matter Most? Exploring Strategic Frontline Employees' Influence of Customers, the Internal Business Team, and External Business Partners. Journal of Marketing, 2016, 80, 106-123.	11.3	135
10	Assessing the Influence of Journal of Consumer Research: A Citation Analysis. Journal of Consumer Research, 1991, 18, 402.	5.1	119
11	Measurement Errors in the Behavioral Sciences: The Case of Personality/Attitude Research. Educational and Psychological Measurement, 1990, 50, 447-474.	2.4	115
12	Measurement Error and Theory Testing in Consumer Research: An Illustration of the Importance of Construct Validation. Journal of Consumer Research, 1988, 14, 579.	5.1	105
13	Cross-National Logo Evaluation Analysis: An Individual-Level Approach. Marketing Science, 2009, 28, 968-985.	4.1	84
14	Which influence tactics lead to sales performance? It is a matter of style. Journal of Personal Selling and Sales Management, 2014, 34, 141-159.	2.8	45
15	Measurement Issues Concerning the Use of Inventories of Job Satisfaction. Educational and Psychological Measurement, 1992, 52, 529-543.	2.4	27
16	Salesperson influence tactics and the buying agent purchase decision: Mediating role of buying agent trust of the salesperson and moderating role of buying agent regulatory orientation focus. Industrial Marketing Management, 2020, 87, 31-46.	6.7	17
17	Assessing the influence of marketing research on the social science literature. Marketing Letters, 1992, 3, 251-258.	2.9	14
18	Combining Methodologies in the Construct Validation Process: An Empirical Illustration. Journal of Psychology: Interdisciplinary and Applied, 1987, 121, 301-309.	1.6	5