

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