

Dawn Iacobucci

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2280253/publications.pdf>

Version: 2024-02-01

79
papers

8,219
citations

147801

31
h-index

69250

77
g-index

85
all docs

85
docs citations

85
times ranked

7419
citing authors

#	ARTICLE	IF	CITATIONS
1	Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration. Journal of Marketing, 2001, 65, 33-50.	11.3	1,576
2	Structural equations modeling: Fit Indices, sample size, and advanced topics. Journal of Consumer Psychology, 2010, 20, 90-98.	4.5	1,475
3	A Meditation on Mediation: Evidence That Structural Equations Models Perform Better Than Regressions. Journal of Consumer Psychology, 2007, 17, 139-153.	4.5	911
4	Mediation analysis and categorical variables: The final frontier. Journal of Consumer Psychology, 2012, 22, 582-594.	4.5	329
5	Toward a more nuanced understanding of the statistical properties of a median split. Journal of Consumer Psychology, 2015, 25, 652-665.	4.5	311
6	Distinguishing Service Quality and Customer Satisfaction: The Voice of the Consumer. Journal of Consumer Psychology, 1995, 4, 277-303.	4.5	287
7	Dynamic Effects among Movie Ratings, Movie Revenues, and Viewer Satisfaction. Journal of Marketing, 2010, 74, 108-121.	11.3	273
8	Advancing Alpha: Measuring Reliability With Confidence. Journal of Consumer Psychology, 2003, 13, 478-487.	4.5	272
9	The median split: Robust, refined, and revived. Journal of Consumer Psychology, 2015, 25, 690-704.	4.5	268
10	Antecedents and consequences of adaptive selling confidence and behavior: a dyadic analysis of salespeople and their customers. Journal of the Academy of Marketing Science, 2010, 38, 363-382.	11.2	221
11	Commercial and interpersonal relationships; Using the structure of interpersonal relationships to understand individual-to-individual, individual-to-firm, and firm-to-firm relationships in commerce. International Journal of Research in Marketing, 1996, 13, 53-72.	4.2	219
12	Everything you always wanted to know about SEM (structural equations modeling) but were afraid to ask. Journal of Consumer Psychology, 2009, 19, 673-680.	4.5	191
13	Brand diagnostics: Mapping branding effects using consumer associative networks. European Journal of Operational Research, 1998, 111, 306-327.	5.7	171
14	Modeling Dyadic Interactions and Networks in Marketing. Journal of Marketing Research, 1992, 29, 5-17.	4.8	163
15	Alpha's Standard Error (ASE): An Accurate and Precise Confidence Interval Estimate.. Journal of Applied Psychology, 2004, 89, 792-808.	5.3	121
16	Does Relationship Marketing Age Well?. Business Strategy Review, 2001, 12, 29-35.	0.0	94
17	Consumer Personality and Coping: Testing Rival Theories of Process. Journal of Consumer Psychology, 2005, 15, 52-63.	4.5	80
18	Designing gamified apps for sustainable consumption: A field study. Journal of Business Research, 2020, 106, 377-387.	10.2	77

#	ARTICLE	IF	CITATIONS
19	The effect of guarantees on consumers's™ evaluation of services. <i>Journal of Services Marketing</i> , 1998, 12, 362-378.	3.0	76
20	Consumers' Perceptions of Online and Offline Retailer Deception: A Moderated Mediation Analysis. <i>Journal of Interactive Marketing</i> , 2016, 35, 16-26.	6.2	73
21	Toward an encompassing theory of business marketing relationships (BMRS) and interpersonal commercial relationships (ICRS): An empirical generalization. <i>Journal of Interactive Marketing</i> , 1999, 13, 13-33.	6.2	61
22	Results on the Standard Error of the Coefficient Alpha Index of Reliability. <i>Marketing Science</i> , 2005, 24, 294-301.	4.1	60
23	The state of marketing analytics in research and practice. <i>Journal of Marketing Analytics</i> , 2019, 7, 152-181.	3.7	59
24	Sequential social network data. <i>Psychometrika</i> , 1988, 53, 261-282.	2.1	57
25	A general framework for the statistical analysis of sequential dyadic interaction data.. <i>Psychological Bulletin</i> , 1988, 103, 379-390.	6.1	54
26	Creating Highly Reliable Health Care. <i>ILR Review</i> , 2016, 69, 911-938.	2.3	48
27	Determinants of Pay Levels and Structures in Sales Organizations. <i>Journal of Marketing</i> , 2009, 73, 92-104.	11.3	45
28	Content analysis of fake consumer reviews by survey-based text categorization. <i>International Journal of Research in Marketing</i> , 2021, 38, 343-364.	4.2	45
29	Does Intraorganizational Network Embeddedness Improve Salespeople's™ Effectiveness? A Task Contingency Perspective. <i>Journal of Personal Selling and Sales Management</i> , 2012, 32, 187-205.	2.8	40
30	Gender Differences in the Impact of Core and Relational Aspects of Services on the Evaluation of Service Encounters. <i>Journal of Consumer Psychology</i> , 1993, 2, 257-286.	4.5	34
31	Social networks with two sets of actors. <i>Psychometrika</i> , 1990, 55, 707-720.	2.1	33
32	Statistical modelling of one-mode and two-mode networks: Simultaneous analysis of graphs and bipartite graphs. <i>British Journal of Mathematical and Statistical Psychology</i> , 1991, 44, 13-43.	1.4	33
33	Perceptions of services. <i>Journal of Retailing and Consumer Services</i> , 1996, 3, 195-212.	9.4	31
34	The Dark Side of Good Reputation and Loyalty in Online Retailing: When Trust Leads to Retaliation through Price Unfairness. <i>Journal of Interactive Marketing</i> , 2019, 47, 35-52.	6.2	30
35	Network analyses of brand switching behavior. <i>International Journal of Research in Marketing</i> , 1996, 13, 415-429.	4.2	29
36	Trusting and Monitoring Business Partners throughout the Relationship Life Cycle. <i>Journal of Business-to-Business Marketing</i> , 2013, 20, 119-138.	1.5	23

#	ARTICLE	IF	CITATIONS
37	Leveraging Social Networks to Develop Radically New Products. <i>Journal of Product Innovation Management</i> , 2016, 33, 217-223.	9.5	22
38	From the Editor-Elect. <i>Journal of Consumer Research</i> , 2002, 29, 1-3.	5.1	21
39	Brand assets and pay fairness as two routes to enhancing social capital in sales organizations. <i>Journal of Personal Selling and Sales Management</i> , 2018, 38, 191-204.	2.8	19
40	Analysis of attribution data: Theory testing and effects estimation.. <i>Journal of Personality and Social Psychology</i> , 1990, 59, 426-441.	2.8	14
41	The process of assisted negotiations: A network analysis. <i>Group Decision and Negotiation</i> , 1992, 1, 117-135.	3.3	12
42	Actor Equivalence in Networks:. <i>Journal of Business-to-Business Marketing</i> , 1994, 2, 3-32.	1.5	12
43	Social networks among auction bidders: The role of key bidders and structural properties on auction prices. <i>Social Networks</i> , 2014, 37, 14-28.	2.1	12
44	A Psychometric Assessment of the <i>Businessweek</i>, U.S. News & World Report</i>, and <i>Financial Times</i> Rankings of Business Schoolsâ€™ MBA Programs. <i>Journal of Marketing Education</i> , 2013, 35, 204-219.	2.4	11
45	Impact of religiosity and culture on salesperson job satisfaction and performance. <i>International Journal of Cross Cultural Management</i> , 2018, 18, 191-219.	2.1	11
46	Enhancing frontline employee support during a product-harm crisis: Evidence and strategic managerial implications for firms. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102909.	9.4	11
47	A Network Bidder Behavior Model in Online Auctions: A Case of Fine Art Auctions. <i>Journal of Retailing</i> , 2014, 90, 445-462.	6.2	10
48	How Attitudes Toward Product Categories Drive Individual Brand Attitudes and Choice. <i>Psychology and Marketing</i> , 2014, 31, 843-852.	8.2	10
49	How many factors in factor analysis? New insights about parallel analysis with confidence intervals. <i>Journal of Business Research</i> , 2022, 139, 1026-1043.	10.2	10
50	The Structure of Affect and Trait Judgments of Political Figures. <i>Multivariate Behavioral Research</i> , 1989, 24, 457-476.	3.1	9
51	If Aristotle Ran General Motors: The New Soul of Business. <i>Journal of Marketing</i> , 1999, 63, 123.	11.3	9
52	A Multi-Cultural Study of Salespeople's Behavior In Individual Pay-For-Performance Compensation Systems: When Managers Are More Equal And Less Fair Than Others. <i>Journal of Personal Selling and Sales Management</i> , 2017, 37, 198-212.	2.8	9
53	Email Marketing as a Tool for Strategic Persuasion. <i>Journal of Interactive Marketing</i> , 2022, 57, 377-392.	6.2	9
54	Commonalities between Researchmethods for Consumer Science and biblical Scholarship. <i>Marketing Theory</i> , 2001, 1, 109-133.	3.1	7

#	ARTICLE	IF	CITATIONS
55	Invited Commentaryâ€”Three Thoughts on Services. <i>Marketing Science</i> , 2006, 25, 581-583.	4.1	7
56	A Challenge within Macromarketing: Global Disasters. <i>Journal of Macromarketing</i> , 2019, 39, 334-338.	2.6	7
57	Eigenvector Centrality: Illustrations Supporting the Utility of Extracting More Than One Eigenvector to Obtain Additional Insights into Networks and Interdependent Structures. <i>Journal of Social Structure</i> , 2017, 18, 1-23.	1.3	7
58	Cognitive Networks of Services. <i>Journal of Service Research</i> , 1998, 1, 32-46.	12.2	6
59	Statistical perceptual maps: using confidence region ellipses to enhance the interpretations of brand positions in multidimensional scaling. <i>Journal of Marketing Analytics</i> , 2017, 5, 81-98.	3.7	6
60	Social Media Analytics and Its Applications in Marketing. <i>Foundations and Trends in Marketing</i> , 2022, 15, 213-292.	1.1	5
61	Derivation of subgroups from dyadic interactions.. <i>Psychological Bulletin</i> , 1990, 107, 114-132.	6.1	4
62	Three Essential Analytical Techniques for the Behavioral Marketing Researcher: Median Splits, Mean-Centering, and Mediation Analysis. <i>Foundations and Trends in Marketing</i> , 2015, 9, 83-174.	1.1	4
63	How to calculate, use, and report variance explained effect size indices and not die trying. <i>Journal of Consumer Psychology</i> , 2023, 33, 45-61.	4.5	4
64	Mediation with categorical variables compleat. <i>Journal of Consumer Psychology</i> , 2012, 22, 603-604.	4.5	3
65	Perceived Deception in Online Consumer Reviews: Antecedents, Consequences, and Moderators. <i>Review of Marketing Research</i> , 2019, , 141-166.	0.2	3
66	Are hospital ratings systems transparent? An examination of Consumer Reports and the Leapfrog Hospital Safety Grade. <i>Health Marketing Quarterly</i> , 2020, 37, 41-57.	1.0	3
67	Studying Healthcare from a Marketing Perspective. <i>Foundations and Trends in Marketing</i> , 2022, 15, 86-152.	1.1	3
68	The politics of health care. <i>Journal of Medical Marketing</i> , 2010, 10, 305-311.	0.2	2
69	Protecting survey data on a consumer level. <i>Journal of Marketing Analytics</i> , 2020, 8, 3-17.	3.7	2
70	Rejoinder to commentators on structural equations modeling primers: Bentler, Bagozzi, and Fabrigar, Porter, and Norris. <i>Journal of Consumer Psychology</i> , 2010, 20, 226-227.	4.5	1
71	Gilbert A. Churchill Jr.'s Editorship of <i>Journal of Marketing Research</i> , 1979â€”1982. <i>Journal of Marketing Research</i> , 2014, 51, 105-106.	4.8	1
72	JBBMat 21: Variety of Theories, Methods, and Countries While Giving Further Voice to Emerging Markets Within Africa. <i>Journal of Business-to-Business Marketing</i> , 2015, 22, 73-85.	1.5	1

#	ARTICLE	IF	CITATIONS
73	Perceptual maps via enhanced correspondence analysis: representing confidence regions to clarify brand positions. <i>Journal of Marketing Analytics</i> , 2018, 6, 72-83.	3.7	1
74	A Chronology of Health Care Marketing Research. <i>Foundations and Trends in Marketing</i> , 2019, 13, 77-529.	1.1	1
75	Foundations of Measurement, Vol. I: Additive and Polynomial Representations. <i>Journal of Marketing Research</i> , 1991, 28, 498.	4.8	0
76	Developments in Data Analysis , edited by A. Ferligoj and A. Kramberger. <i>Journal of Classification</i> , 1999, 16, 144-146.	2.2	0
77	The Median Split: Robust, Refined, and Revived. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	0
78	The Dark Side of Good Reputation and Loyalty in Online Retailing: When Trust Leads to Retaliation through Price Unfairness. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
79	Did you hear? Consumers tune in to multimedia marketing. <i>Marketing Health Services</i> , 2002, 22, 16-20.	0.0	0