

# Dawn Iacobucci

## List of Publications by Year in descending order

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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	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
2	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
3	Studying Healthcare from a Marketing Perspective. <i>Foundations and Trends in Marketing</i> , 2022, 15, 86-152.	1.1	3
4	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
5	Social Media Analytics and Its Applications in Marketing. <i>Foundations and Trends in Marketing</i> , 2022, 15, 213-292.	1.1	5
6	Email Marketing as a Tool for Strategic Persuasion. <i>Journal of Interactive Marketing</i> , 2022, 57, 377-392.	6.2	9
7	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
8	Designing gamified apps for sustainable consumption: A field study. <i>Journal of Business Research</i> , 2020, 106, 377-387.	10.2	77
9	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
10	Protecting survey data on a consumer level. <i>Journal of Marketing Analytics</i> , 2020, 8, 3-17.	3.7	2
11	The state of marketing analytics in research and practice. <i>Journal of Marketing Analytics</i> , 2019, 7, 152-181.	3.7	59
12	A Challenge within Macromarketing: Global Disasters. <i>Journal of Macromarketing</i> , 2019, 39, 334-338.	2.6	7
13	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
14	Perceived Deception in Online Consumer Reviews: Antecedents, Consequences, and Moderators. <i>Review of Marketing Research</i> , 2019, , 141-166.	0.2	3
15	A Chronology of Health Care Marketing Research. <i>Foundations and Trends in Marketing</i> , 2019, 13, 77-529.	1.1	1
16	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
17	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
18	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

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19	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. Journal of Personal Selling and Sales Management, 2017, 37, 198-212.	2.8	9
20	Statistical perceptual maps: using confidence region ellipses to enhance the interpretations of brand positions in multidimensional scaling. Journal of Marketing Analytics, 2017, 5, 81-98.	3.7	6
21	Eigenvector Centrality: Illustrations Supporting the Utility of Extracting More Than One Eigenvector to Obtain Additional Insights into Networks and Interdependent Structures. Journal of Social Structure, 2017, 18, 1-23.	1.3	7
22	Leveraging Social Networks to Develop Radically New Products. Journal of Product Innovation Management, 2016, 33, 217-223.	9.5	22
23	Consumers' Perceptions of Online and Offline Retailer Deception: A Moderated Mediation Analysis. Journal of Interactive Marketing, 2016, 35, 16-26.	6.2	73
24	Creating Highly Reliable Health Care. ILR Review, 2016, 69, 911-938.	2.3	48
25	Three Essential Analytical Techniques for the Behavioral Marketing Researcher: Median Splits, Mean-Centering, and Mediation Analysis. Foundations and Trends in Marketing, 2015, 9, 83-174.	1.1	4
26	The Median Split: Robust, Refined, and Revived. SSRN Electronic Journal, 2015, , .	0.4	0
27	JBBMat 21: Variety of Theories, Methods, and Countries While Giving Further Voice to Emerging Markets Within Africa. Journal of Business-to-Business Marketing, 2015, 22, 73-85.	1.5	1
28	Toward a more nuanced understanding of the statistical properties of a median split. Journal of Consumer Psychology, 2015, 25, 652-665.	4.5	311
29	The median split: Robust, refined, and revived. Journal of Consumer Psychology, 2015, 25, 690-704.	4.5	268
30	A Network Bidder Behavior Model in Online Auctions: A Case of Fine Art Auctions. Journal of Retailing, 2014, 90, 445-462.	6.2	10
31	How Attitudes Toward Product Categories Drive Individual Brand Attitudes and Choice. Psychology and Marketing, 2014, 31, 843-852.	8.2	10
32	Social networks among auction bidders: The role of key bidders and structural properties on auction prices. Social Networks, 2014, 37, 14-28.	2.1	12
33	Gilbert A. Churchill Jr.'s Editorship of Journal of Marketing Research, 1979â€“1982. Journal of Marketing Research, 2014, 51, 105-106.	4.8	1
34	Trusting and Monitoring Business Partners throughout the Relationship Life Cycle. Journal of Business-to-Business Marketing, 2013, 20, 119-138.	1.5	23
35	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. Journal of Marketing Education, 2013, 35, 204-219.	2.4	11
36	Mediation analysis and categorical variables: The final frontier. Journal of Consumer Psychology, 2012, 22, 582-594.	4.5	329

#	ARTICLE	IF	CITATIONS
37	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
38	Mediation with categorical variables compleat. <i>Journal of Consumer Psychology</i> , 2012, 22, 603-604.	4.5	3
39	Structural equations modeling: Fit Indices, sample size, and advanced topics. <i>Journal of Consumer Psychology</i> , 2010, 20, 90-98.	4.5	1,475
40	Antecedents and consequences of adaptive selling confidence and behavior: a dyadic analysis of salespeople and their customers. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 363-382.	11.2	221
41	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
42	The politics of health care. <i>Journal of Medical Marketing</i> , 2010, 10, 305-311.	0.2	2
43	Dynamic Effects among Movie Ratings, Movie Revenues, and Viewer Satisfaction. <i>Journal of Marketing</i> , 2010, 74, 108-121.	11.3	273
44	Determinants of Pay Levels and Structures in Sales Organizations. <i>Journal of Marketing</i> , 2009, 73, 92-104.	11.3	45
45	Everything you always wanted to know about SEM (structural equations modeling) but were afraid to ask. <i>Journal of Consumer Psychology</i> , 2009, 19, 673-680.	4.5	191
46	A Meditation on Mediation: Evidence That Structural Equations Models Perform Better Than Regressions. <i>Journal of Consumer Psychology</i> , 2007, 17, 139-153.	4.5	911
47	Invited Commentary"Three Thoughts on Services. <i>Marketing Science</i> , 2006, 25, 581-583.	4.1	7
48	Consumer Personality and Coping: Testing Rival Theories of Process. <i>Journal of Consumer Psychology</i> , 2005, 15, 52-63.	4.5	80
49	Results on the Standard Error of the Coefficient Alpha Index of Reliability. <i>Marketing Science</i> , 2005, 24, 294-301.	4.1	60
50	Alpha's Standard Error (ASE): An Accurate and Precise Confidence Interval Estimate.. <i>Journal of Applied Psychology</i> , 2004, 89, 792-808.	5.3	121
51	Advancing Alpha: Measuring Reliability With Confidence. <i>Journal of Consumer Psychology</i> , 2003, 13, 478-487.	4.5	272
52	From the Editor-Elect. <i>Journal of Consumer Research</i> , 2002, 29, 1-3.	5.1	21
53	Did you hear? Consumers tune in to multimedia marketing. <i>Marketing Health Services</i> , 2002, 22, 16-20.	0.0	0
54	Does Relationship Marketing Age Well?. <i>Business Strategy Review</i> , 2001, 12, 29-35.	0.0	94

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55	Commonalities between Research methods for Consumer Science and biblical Scholarship. Marketing Theory, 2001, 1, 109-133.	3.1	7
56	Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration. Journal of Marketing, 2001, 65, 33-50.	11.3	1,576
57	If Aristotle Ran General Motors: The New Soul of Business. Journal of Marketing, 1999, 63, 123.	11.3	9
58	Developments in Data Analysis , edited by A. Ferligoj and A. Kramberger. Journal of Classification, 1999, 16, 144-146.	2.2	0
59	Toward an encompassing theory of business marketing relationships (BMRS) and interpersonal commercial relationships (ICRS): An empirical generalization. Journal of Interactive Marketing, 1999, 13, 13-33.	6.2	61
60	Brand diagnostics: Mapping branding effects using consumer associative networks. European Journal of Operational Research, 1998, 111, 306-327.	5.7	171
61	Cognitive Networks of Services. Journal of Service Research, 1998, 1, 32-46.	12.2	6
62	The effect of guarantees on consumers'™ evaluation of services. Journal of Services Marketing, 1998, 12, 362-378.	3.0	76
63	Perceptions of services. Journal of Retailing and Consumer Services, 1996, 3, 195-212.	9.4	31
64	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
65	Network analyses of brand switching behavior. International Journal of Research in Marketing, 1996, 13, 415-429.	4.2	29
66	Distinguishing Service Quality and Customer Satisfaction: The Voice of the Consumer. Journal of Consumer Psychology, 1995, 4, 277-303.	4.5	287
67	Actor Equivalence in Networks:. Journal of Business-to-Business Marketing, 1994, 2, 3-32.	1.5	12
68	Gender Differences in the Impact of Core and Relational Aspects of Services on the Evaluation of Service Encounters. Journal of Consumer Psychology, 1993, 2, 257-286.	4.5	34
69	Modeling Dyadic Interactions and Networks in Marketing. Journal of Marketing Research, 1992, 29, 5-17.	4.8	163
70	The process of assisted negotiations: A network analysis. Group Decision and Negotiation, 1992, 1, 117-135.	3.3	12
71	Statistical modelling of one-mode and two-mode networks: Simultaneous analysis of graphs and bipartite graphs. British Journal of Mathematical and Statistical Psychology, 1991, 44, 13-43.	1.4	33
72	Foundations of Measurement, Vol. I: Additive and Polynomial Representations. Journal of Marketing Research, 1991, 28, 498.	4.8	0

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73	Analysis of attribution data: Theory testing and effects estimation.. Journal of Personality and Social Psychology, 1990, 59, 426-441.	2.8	14
74	Derivation of subgroups from dyadic interactions.. Psychological Bulletin, 1990, 107, 114-132.	6.1	4
75	Social networks with two sets of actors. Psychometrika, 1990, 55, 707-720.	2.1	33
76	The Structure of Affect and Trait Judgments of Political Figures. Multivariate Behavioral Research, 1989, 24, 457-476.	3.1	9
77	Sequential social network data. Psychometrika, 1988, 53, 261-282.	2.1	57
78	A general framework for the statistical analysis of sequential dyadic interaction data.. Psychological Bulletin, 1988, 103, 379-390.	6.1	54
79	The Dark Side of Good Reputation and Loyalty in Online Retailing: When Trust Leads to Retaliation through Price Unfairness. SSRN Electronic Journal, 0, , .	0.4	0