

Clay M Voorhees

List of Publications by Year in descending order

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39
papers

3,904
citations

236925

25
h-index

345221

36
g-index

40
all docs

40
docs citations

40
times ranked

3325
citing authors

#	ARTICLE	IF	CITATIONS
1	Discriminant validity testing in marketing: an analysis, causes for concern, and proposed remedies. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 119-134.	11.2	1,017
2	Online brand community engagement: Scale development and validation. <i>Journal of Business Research</i> , 2015, 68, 978-985.	10.2	411
3	Service encounters, experiences and the customer journey: Defining the field and a call to expand our lens. <i>Journal of Business Research</i> , 2017, 79, 269-280.	10.2	284
4	Understanding the Influence of Cues from Other Customers in the Service Experience: A Scale Development and Validation. <i>Journal of Retailing</i> , 2012, 88, 384-398.	6.2	253
5	Effectiveness of Marketing Cues on Consumer Perceptions of Quality: The Moderating Roles of Brand Reputation and Third-Party Information. <i>Psychology and Marketing</i> , 2013, 30, 76-89.	8.2	191
6	A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 514-527.	11.2	181
7	Service Sweethearting: Its Antecedents and Customer Consequences. <i>Journal of Marketing</i> , 2012, 76, 81-98.	11.3	162
8	Conveying Trustworthiness to Online Consumers: Reactions to Consensus, Physical Store Presence, Brand Familiarity, and Generalized Suspicion. <i>Journal of Retailing</i> , 2010, 86, 322-335.	6.2	142
9	The Drivers of Loyalty Program Success. <i>Cornell Hospitality Quarterly</i> , 2010, 51, 35-52.	3.8	131
10	A Service Perspective on the Drivers of Complaint Intentions. <i>Journal of Service Research</i> , 2005, 8, 192-204.	12.2	124
11	The Promise and Perils of Wearable Sensors in Organizational Research. <i>Organizational Research Methods</i> , 2017, 20, 3-31.	9.1	113
12	Creating consumer attachment to retail service firms through sense of place. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 200-220.	11.2	106
13	The Role of the Sales-Service Interface and Ambidexterity in the Evolving Organization. <i>Journal of Service Research</i> , 2017, 20, 59-75.	12.2	82
14	The pursuit of counterfeited luxury: An examination of the negative side effects of close consumer-brand connections. <i>Journal of Business Research</i> , 2015, 68, 2395-2403.	10.2	66
15	Don't Forget About the Frontline Employee During the COVID-19 Pandemic: Preliminary Insights and a Research Agenda on Market Shocks. <i>Journal of Service Research</i> , 2020, 23, 396-400.	12.2	65
16	It Depends. <i>Journal of Service Research</i> , 2009, 12, 138-155.	12.2	61
17	Modeling service alliances: an exploratory investigation of spillover effects in service partnerships. <i>Strategic Management Journal</i> , 2007, 28, 609-622.	7.3	47
18	Linking Order Fulfillment Performance to Referrals in Online Retailing: An Empirical Analysis. <i>Journal of Business Logistics</i> , 2012, 33, 279-294.	10.6	47

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19	Customer deviance: A framework, prevention strategies, and opportunities for future research. <i>Journal of Business Research</i> , 2020, 116, 387-400.	10.2	47
20	One firm's loss is another's gain: capitalizing on other firms' service failures. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 648-662.	11.2	43
21	Signaling Quality: An Examination of the Effects of Marketing and Nonmarketing Controlled Signals on Perceptions of Automotive Brand Quality. <i>Journal of Product Innovation Management</i> , 2014, 31, 728-743.	9.5	40
22	The effects of service on multichannel retailers' brand equity. <i>Journal of Services Marketing</i> , 2013, 27, 259-270.	3.0	36
23	The effects of loyalty program introduction and design on short- and long-term sales and gross profits. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 640-658.	11.2	36
24	Coevolutionary Dynamics of Automotive Competition: Product Innovation, Change, and Marketplace Survival. <i>Journal of Product Innovation Management</i> , 2014, 31, 61-78.	9.5	35
25	Identity change vs. strategy change: the effects of rebranding announcements on stock returns. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 795-812.	11.2	33
26	"Mere Measurement Plus": How Solicitation of Open-Ended Positive Feedback Influences Customer Purchase Behavior. <i>Journal of Marketing Research</i> , 2017, 54, 156-170.	4.8	22
27	Fool's Gold? Assessing the Impact of the Value of Airline Loyalty Programs on Brand Equity Perceptions and Share of Wallet. <i>Cornell Hospitality Quarterly</i> , 2015, 56, 202-212.	3.8	21
28	Hospitality Service Innovations in Private Clubs. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 93-110.	3.8	20
29	Resource Scarcity Perceptions in Supply Chains: The Effect of Buyer Altruism on the Propensity for Collaboration. <i>Journal of Supply Chain Management</i> , 2020, 56, 45-64.	10.2	17
30	Self-oriented competitiveness in salespeople: sales management implications. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 1201-1221.	11.2	17
31	Breakeven Time on New Product Launches: An Investigation of the Drivers and Impact on Firm Performance. <i>Journal of Product Innovation Management</i> , 2014, 31, 94-104.	9.5	14
32	Disentangling the effects of promotion mix on new product sales: An examination of disaggregated drivers and the moderating effect of product class. <i>Journal of Business Research</i> , 2018, 90, 286-294.	10.2	13
33	Assessing the Drivers of Short- and Long-Term Outcomes at Business Trade Shows. <i>Customer Needs and Solutions</i> , 2015, 2, 222-229.	0.8	10
34	An examination of the effects of omni-channel service offerings on retailer performance. <i>International Journal of Physical Distribution and Logistics Management</i> , 2022, 52, 150-169.	7.4	7
35	Integrating linear discriminant analysis, polynomial basis expansion, and genetic search for two-group classification. <i>Communications in Statistics Part B: Simulation and Computation</i> , 2019, 48, 1623-1636.	1.2	4
36	Assessing the Effects of Service Variability on Consumer Confidence and Behavior. <i>Journal of Service Research</i> , 0, , 109467052095214.	12.2	4

#	ARTICLE	IF	CITATIONS
37	None of the Glory: The Implications of Customer Attributions of Credit in Successful Co-Productive Service Experiences. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 267-270.	0.2	2
38	The impact of customer engagement behaviors and majority/minority information on the use of online reviews. , 2019, , 402-422.		0
39	The Social Influence of the Manager on Customer Contact Employee Behavior: A Structured Abstract. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 267-269.	0.2	0