

# J Scott Armstrong

## List of Publications by Year in descending order

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139  
papers

15,070  
citations

50276

46  
h-index

22166

113  
g-index

156  
all docs

156  
docs citations

156  
times ranked

8293  
citing authors

#	ARTICLE	IF	CITATIONS
1	Estimating Nonresponse Bias in Mail Surveys. <i>Journal of Marketing Research</i> , 1977, 14, 396.	4.8	6,971
2	Error measures for generalizing about forecasting methods: Empirical comparisons. <i>International Journal of Forecasting</i> , 1992, 8, 69-80.	6.5	979
3	The value of formal planning for strategic decisions: Review of empirical research. <i>Strategic Management Journal</i> , 1982, 3, 197-211.	7.3	409
4	Replications and extensions in marketing: Rarely published but quite contrary. <i>International Journal of Research in Marketing</i> , 1994, 11, 233-248.	4.2	325
5	Replication research's disturbing trend. <i>Journal of Business Research</i> , 2007, 60, 411-415.	10.2	239
6	Rule-Based Forecasting: Development and Validation of an Expert Systems Approach to Combining Time Series Extrapolations. <i>Management Science</i> , 1992, 38, 1394-1414.	4.1	233
7	Unintelligible Management Research and Academic Prestige. <i>Interfaces</i> , 1980, 10, 80-86.	1.5	190
8	Peer review for journals: Evidence on quality control, fairness, and innovation. <i>Science and Engineering Ethics</i> , 1997, 3, 63-84.	2.9	186
9	Social irresponsibility in management. <i>Journal of Business Research</i> , 1977, 5, 185-213.	10.2	180
10	Research on scientific journals: Implications for editors and authors. <i>Journal of Forecasting</i> , 1982, 1, 83-104.	2.8	173
11	Comparing face-to-face meetings, nominal groups, Delphi and prediction markets on an estimation task. <i>International Journal of Forecasting</i> , 2011, 27, 183-195.	6.5	173
12	Simple versus complex forecasting: The evidence. <i>Journal of Business Research</i> , 2015, 68, 1678-1685.	10.2	151
13	Findings from evidence-based forecasting: Methods for reducing forecast error. <i>International Journal of Forecasting</i> , 2006, 22, 583-598.	6.5	137
14	Combining forecasts: An application to elections. <i>International Journal of Forecasting</i> , 2014, 30, 43-54.	6.5	136
15	The use of the decomposition principle in making judgments. <i>Organizational Behavior and Human Performance</i> , 1975, 14, 257-263.	1.4	134
16	Barriers to scientific contributions: The author's formula. <i>Behavioral and Brain Sciences</i> , 1982, 5, 197-199.	0.7	134
17	Beyond accuracy: Comparison of criteria used to select forecasting methods. <i>International Journal of Forecasting</i> , 1995, 11, 591-597.	6.5	128
18	Golden rule of forecasting: Be conservative. <i>Journal of Business Research</i> , 2015, 68, 1717-1731.	10.2	128

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19	Advocacy and Objectivity in Science. <i>Management Science</i> , 1979, 25, 423-428.	4.1	123
20	Significance tests harm progress in forecasting. <i>International Journal of Forecasting</i> , 2007, 23, 321-327.	6.5	119
21	On the interpretation of factor analysis.. <i>Psychological Bulletin</i> , 1968, 70, 361-364.	6.1	117
22	Note. Evaluation of extrapolative forecasting methods: Results of a survey of academicians and practitioners. <i>Journal of Forecasting</i> , 1982, 1, 215-217.	2.8	115
23	Forecasting by Extrapolation: Conclusions from 25 Years of Research. <i>Interfaces</i> , 1984, 14, 52-66.	1.5	111
24	Combining forecasts: The end of the beginning or the beginning of the end?. <i>International Journal of Forecasting</i> , 1989, 5, 585-588.	6.5	111
25	Effects of corporate social responsibility and irresponsibility policies. <i>Journal of Business Research</i> , 2013, 66, 1922-1927.	10.2	107
26	Effects of portfolio planning methods on decision making: Experimental results. <i>International Journal of Research in Marketing</i> , 1994, 11, 73-84.	4.2	104
27	Hypotheses in Marketing Science: Literature Review and Publication Audit. <i>Marketing Letters</i> , 2001, 12, 171-187.	2.9	102
28	Persuasive Advertising. , 2010, , .		99
29	Return Postage in Mail Surveys a Meta-Analysis. <i>Public Opinion Quarterly</i> , 1987, 51, 233.	1.6	95
30	Structured analogies for forecasting. <i>International Journal of Forecasting</i> , 2007, 23, 365-376.	6.5	92
31	Prediction of Consumer Behavior by Experts and Novices. <i>Journal of Consumer Research</i> , 1991, 18, 251.	5.1	80
32	Correspondence on the selection of error measures for comparisons among forecasting methods. <i>Journal of Forecasting</i> , 1995, 14, 67-71.	2.8	79
33	Advocacy as a Scientific Strategy: The Mitroff Myth. <i>Academy of Management Review</i> , 1980, 5, 509-511.	11.7	77
34	Automatic identification of time series features for rule-based forecasting. <i>International Journal of Forecasting</i> , 2001, 17, 143-157.	6.5	76
35	Relative accuracy of judgemental and extrapolative methods in forecasting annual earnings. <i>Journal of Forecasting</i> , 1983, 2, 437-447.	2.8	74
36	Causal forces: Structuring knowledge for time series extrapolation. <i>Journal of Forecasting</i> , 1993, 12, 103-115.	2.8	71

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37	Evaluating Forecasting Methods. Profiles in Operations Research, 2001, , 443-472.	0.4	69
38	Forecasting with Econometric Methods: Folklore Versus Fact. The Journal of Business, 1978, 51, 549.	2.1	66
39	The Ombudsman: Business School Prestigeâ€”Research versus Teaching. Interfaces, 1994, 24, 13-43.	1.5	65
40	Discovery and communication of important marketing findings. Journal of Business Research, 2003, 56, 69-84.	10.2	61
41	Are null results becoming an endangered species in marketing?. Marketing Letters, 1992, 3, 127-136.	2.9	60
42	The Ombudsman: Verification of Citations: Fawly Towers of Knowledge?. Interfaces, 2008, 38, 125-139.	1.5	60
43	The Ombudsman: Value of Expertise for Forecasting Decisions in Conflicts. Interfaces, 2007, 37, 287-299.	1.5	56
44	Why We Don't Really Know What Statistical Significance Means: Implications for Educators. Journal of Marketing Education, 2006, 28, 114-120.	2.4	55
45	The value of formal planning for strategic decisions: Reply. Strategic Management Journal, 1986, 7, 183-185.	7.3	54
46	The Ombudsman: Is Review By Peers As Fair As It Appears?. Interfaces, 1982, 12, 62-74.	1.5	53
47	Research needs in forecasting. International Journal of Forecasting, 1988, 4, 449-465.	6.5	49
48	Principles involving marketing policies: An empirical assessment. Marketing Letters, 1993, 4, 253-265.	2.9	48
49	Publication Bias against Null Results. Psychological Reports, 1997, 80, 337-338.	1.7	48
50	Predicting elections from biographical information about candidates: A test of the index method. Journal of Business Research, 2011, 64, 699-706.	10.2	45
51	A Comparative Study of Methods for Long-Range Market Forecasting. Management Science, 1972, 19, 211-221.	4.1	43
52	Expert opinions about extrapolation and the mystery of the overlooked discontinuities. International Journal of Forecasting, 1992, 8, 575-582.	6.5	40
53	Judgmental Bootstrapping: Inferring Expertsâ€™ Rules for Forecasting. Profiles in Operations Research, 2001, , 171-192.	0.4	40
54	Predicting elections from the most important issue: A test of the takeâ€”theâ€”best heuristic. Journal of Behavioral Decision Making, 2012, 25, 41-48.	1.7	39

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55	Evidence-based advertising. <i>International Journal of Advertising</i> , 2011, 30, 743-767.	6.7	37
56	Research with In-built replications: Comment and further suggestions for replication research. <i>Journal of Business Research</i> , 2013, 66, 1406-1408.	10.2	37
57	Does the need for agreement among reviewers inhibit the publication controversial findings?. <i>Behavioral and Brain Sciences</i> , 1991, 14, 136-137.	0.7	36
58	Selecting Forecasting Methods. <i>Profiles in Operations Research</i> , 2001, , 365-386.	0.4	35
59	Decomposition by causal forces: a procedure for forecasting complex time series. <i>International Journal of Forecasting</i> , 2005, 21, 25-36.	6.5	34
60	Statistical significance tests are unnecessary even when properly done and properly interpreted: Reply to commentaries. <i>International Journal of Forecasting</i> , 2007, 23, 335-336.	6.5	33
61	Global Warming: Forecasts by Scientists Versus Scientific Forecasts. <i>Energy and Environment</i> , 2007, 18, 997-1021.	4.6	31
62	Replications of forecasting research. <i>International Journal of Forecasting</i> , 2010, 26, 4-8.	6.5	31
63	Evidence on the Effects of Mandatory Disclaimers in Advertising. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 293-304.	3.4	31
64	Role thinking: Standing in other people's shoes to forecast decisions in conflicts. <i>International Journal of Forecasting</i> , 2011, 27, 69-80.	6.5	30
65	The Ombudsman: Reaping Benefits from Management Research: Lessons from the Forecasting Principles Project. <i>Interfaces</i> , 2003, 33, 91-111.	1.5	29
66	Making progress in forecasting. <i>International Journal of Forecasting</i> , 2006, 22, 433-441.	6.5	29
67	Brief vs. Comprehensive Descriptions in Measuring Intentions to Purchase. <i>Journal of Marketing Research</i> , 1971, 8, 114-117.	4.8	28
68	Standards and Practices for Forecasting. <i>Profiles in Operations Research</i> , 2001, , 679-732.	0.4	28
69	Exploratory Analysis of Marketing Data: Trees vs. Regression. <i>Journal of Marketing Research</i> , 1970, 7, 487-492.	4.8	27
70	Predicting job performance: A comparison of expert opinion and research findings. <i>International Journal of Forecasting</i> , 1989, 5, 187-194.	6.5	27
71	Forecasting methods and principles: Evidence-based checklists. <i>Journal of Global Scholars of Marketing Science</i> , 2018, 28, 103-159.	2.0	27
72	Predicting Elections from Politicians' Faces. <i>International Journal of Public Opinion Research</i> , 2010, 22, 511-522.	1.3	26

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73	Using Quasi-Experimental Data To Develop Empirical Generalizations For Persuasive Advertising. Journal of Advertising Research, 2009, 49, 170-175.	2.1	25
74	An Application of Econometric Models to International Marketing. Journal of Marketing Research, 1970, 7, 190.	4.8	24
75	The Ombudsman: Management Folklore and Management Science—On Portfolio Planning, Escalation Bias, and Such. Interfaces, 1996, 26, 25-55.	1.5	24
76	Validity of climate change forecasting for public policy decision making. International Journal of Forecasting, 2009, 25, 826-832.	6.5	23
77	Brief vs. Comprehensive Descriptions in Measuring Intentions to Purchase. Journal of Marketing Research, 1971, 8, 114.	4.8	22
78	Role Playing: A Method to Forecast Decisions. Profiles in Operations Research, 2001, , 15-30.	0.4	22
79	An Application of Econometric Models to International Marketing. Journal of Marketing Research, 1970, 7, 190-198.	4.8	20
80	An editorial statement. Journal of Forecasting, 1982, 1, 1-2.	2.8	20
81	Methods to Elicit Forecasts from Groups: Delphi and Prediction Markets Compared. SSRN Electronic Journal, 0, , .	0.4	20
82	Polar Bear Population Forecasts: A Public-Policy Forecasting Audit. Interfaces, 2008, 38, 382-405.	1.5	19
83	Predictive validity of evidence-based persuasion principles. European Journal of Marketing, 2016, 50, 276-293.	2.9	17
84	Illusions in Regression Analysis. SSRN Electronic Journal, 0, , .	0.4	16
85	Natural Learning in Higher Education. , 2012, , 2426-2433.		16
86	The Ombudsman: Are Top Executives Paid Enough? An Evidence-Based Review. Interfaces, 2013, 43, 580-589.	1.5	15
87	Exploratory Analysis of Marketing Data: Trees vs. Regression. Journal of Marketing Research, 1970, 7, 487.	4.8	14
88	Commentary on the Mort et al. Paper: Does an Academic Research Paper Contain Useful Knowledge? No (P&lt;.05). Australasian Marketing Journal, 2004, 12, 62-63.	5.4	14
89	Accuracy of Combined Forecasts for the 2012 Presidential Election: The PollyVote. PS - Political Science and Politics, 2014, 47, 427-431.	0.5	14
90	Conditions under which index models are useful: Reply to bio-index commentaries. Journal of Business Research, 2011, 64, 693-695.	10.2	12

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91	Forecasting Elections from Voters' Perceptions of Candidates' Ability to Handle Issues. Journal of Behavioral Decision Making, 2013, 26, 295-303.	1.7	12
92	A Recap of the 2016 Election Forecasts. PS - Political Science and Politics, 2017, 50, 331-338.	0.5	10
93	Analyzing Quantitative Models. Journal of Marketing, 1974, 38, 61.	11.3	9
94	Decomposition of time-series by level and change. Journal of Business Research, 2015, 68, 1755-1758.	10.2	9
95	Comments on J. Scott Armstrong's "Evidence-based advertising: an application to persuasion". International Journal of Advertising, 2011, 30, 769-794.	6.7	7
96	Strategies for Implementing Change: An Experiential Approach. Group & Organization Studies, 1982, 7, 457-475.	0.7	6
97	Forecasting for Environmental Decision Making. , 1999, , 192-230.		6
98	The Ombudsman: Verification of Citations: Fawly Towers of Knowledge?. SSRN Electronic Journal, 2008, , .	0.4	5
99	Why We Don't Really Know What "Statistical Significance" Means: A Major Educational Failure. SSRN Electronic Journal, 0, , .	0.4	5
100	Demand Forecasting: Evidence-Based Methods. SSRN Electronic Journal, 2012, , .	0.4	5
101	Structured Analogies for Forecasting. SSRN Electronic Journal, 0, , .	0.4	5
102	Quality control versus innovation in research on marketing. Journal of Marketing Management, 1995, 11, 655-660.	2.3	4
103	Identification of asymmetric prediction intervals through causal forces. Journal of Forecasting, 2001, 20, 273-283.	2.8	4
104	Selecting Forecasting Methods. SSRN Electronic Journal, 0, , .	0.4	4
105	Forecasting Elections from Voters' Perceptions of Candidates' Ability to Handle Issues. SSRN Electronic Journal, 0, , .	0.4	4
106	Simple Versus Complex Forecasting: The Evidence. SSRN Electronic Journal, 2015, , .	0.4	4
107	Persuasion Principles Index: ready for pretesting advertisements. European Journal of Marketing, 2016, 50, 317-326.	2.9	4
108	Guidelines for Science: Evidence and Checklists. SSRN Electronic Journal, 0, , .	0.4	4

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109	Are Top Executives Paid Enough? An Evidence-Based Review. SSRN Electronic Journal, 0, , .	0.4	4
110	The Psychology of Judgment and Decision Making. Journal of Marketing, 1994, 58, 119.	11.3	3
111	Natural Learning in Higher Education. SSRN Electronic Journal, 2010, , .	0.4	3
112	Golden Rule of Forecasting: Be Conservative. SSRN Electronic Journal, 2015, , .	0.4	3
113	Conditions Under Which Index Models are Useful: Reply to Bio-Index Commentaries. SSRN Electronic Journal, 0, , .	0.4	2
114	Role Thinking: Standing in Other Peoples Shoes to Forecast Decisions in Conflicts. SSRN Electronic Journal, 0, , .	0.4	2
115	Research on Forecasting for the Manmade Global Warming Alarm. Energy and Environment, 2011, 22, 1091-1104.	4.6	2
116	Golden rule of forecasting rearticulated: Forecast unto others as you would have them forecast unto you. Journal of Business Research, 2015, 68, 1768-1771.	10.2	2
117	Accuracy gains from conservative forecasting: Tests using variations of 19 econometric models to predict 154 elections in 10 countries. PLoS ONE, 2019, 14, e0209850.	2.5	2
118	Long-Range Forecasting for a Consumer Durable in an International Market. SSRN Electronic Journal, 0, , .	0.4	2
119	Forecasts of the 2012 US Presidential Election based on Candidates' Perceived Competence in Handling the Most Important Issue. Political Science Research and Methods, 2014, 2, 141-149.	2.3	1
120	The PollyVote Forecast for the 2016 American Presidential Election. PS - Political Science and Politics, 2016, 49, 687-690.	0.5	1
121	Forecasting Elections Using Expert Surveys: An Application to U.S. Presidential Elections. SSRN Electronic Journal, 0, , .	0.4	1
122	Evidence on the Effects of Mandatory Disclaimers in Advertising. SSRN Electronic Journal, 0, , .	0.4	1
123	Comment on "Pity the Poor Author". Journal of the Operational Research Society, 1984, 35, 261-261.	3.4	0
124	Review of Corporate Strategic Planning. SSRN Electronic Journal, 1990, , .	0.4	0
125	The Global Warming Alarm: Forecasts from the Structured Analogies Method. SSRN Electronic Journal, 2011, , .	0.4	0
126	Should We Put a Price on Free Speech?. Journal of Public Policy and Marketing, 2012, 31, 325-325.	3.4	0



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127	The Ombudsman: Is the Evidence Sufficient to Take Action on Executive Pay? Reply to Commentators. Interfaces, 2013, 43, 602-604.	1.5	0
128	Is the Evidence Sufficient to Take Action on Executive Pay? Reply to Commentators. SSRN Electronic Journal, 0, , .	0.4	0
129	Predictive Validity of Evidence-Based Persuasion Principles: An Application of the Index Method. SSRN Electronic Journal, 2015, , .	0.4	0
130	Persuasion Principles Index: Ready for Pretesting Advertisements. SSRN Electronic Journal, 2015, , .	0.4	0
131	The PollyVote Popular Vote Forecast for the 2020 US Presidential Election. PS - Political Science and Politics, 2021, 54, 96-98.	0.5	0
132	Reply to Miser's Commentary on 'Democracy Does Not Make Good Science: On Reforming Review Procedures for Management Science Journals'. SSRN Electronic Journal, 0, , .	0.4	0
133	Does an Academic Research Paper Contain Useful Knowledge? No (<math>P < 0.05</math>). SSRN Electronic Journal, 0, , .	0.4	0
134	The Ombudsman: Verification of Citations: Fawly Towers of Knowledge?. SSRN Electronic Journal, 0, , .	0.4	0
135	Replications of Forecasting Research. SSRN Electronic Journal, 0, , .	0.4	0
136	Commentary on the Makridakis Time Series Competition (M-Competition). SSRN Electronic Journal, 0, , .	0.4	0
137	Moneyball: A Message for Managers. SSRN Electronic Journal, 0, , .	0.4	0
138	Do Econometric Models Provide More Accurate Forecasts When They are More Conservative? A Test of Political Economy Models for Forecasting Elections. SSRN Electronic Journal, 0, , .	0.4	0
139	The 2016 Pollyvote Popular Vote Forecast: A Preliminary Analysis. SSRN Electronic Journal, 0, , .	0.4	0