

John F Gaski

List of Publications by Year in descending order

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44
papers

3,481
citations

516710

16
h-index

315739

38
g-index

45
all docs

45
docs citations

45
times ranked

1143
citing authors

#	ARTICLE	IF	CITATIONS
1	Toward social responsibility, not the social responsibility semblance: marketing does not need a conscience. <i>AMS Review</i> , 2022, 12, 7-24.	2.5	12
2	For Sport Journalists to Count and Report Major Championships in Golf: Per Coherent Definition and Conventional Classification, Nicklaus Has 20 Majors. <i>International Journal of Sport Communication</i> , 2021, 14, 1-10.	0.8	0
3	A history of brand misdefinition “ with corresponding implications for mismeasurement and incoherent brand theory. <i>Journal of Product and Brand Management</i> , 2020, 29, 517-530.	4.3	8
4	On contemporary misdefinition of power and the importance of definitional fidelity. <i>Cogent Psychology</i> , 2020, 7, 1772647.	1.3	2
5	The College Admissions Racket. <i>Society</i> , 2019, 56, 357-359.	1.2	1
6	Financial Disclosure and Customer Satisfaction: Do Companies Talking the Talk Actually Walk the Walk?. <i>Journal of Business Ethics</i> , 2016, 139, 29-45.	6.0	19
7	On “Brand” Whether a Semiotic Marketing System or Not. <i>Journal of Macromarketing</i> , 2015, 35, 387-390.	2.6	3
8	Survey Method versus Longitudinal Surveys and Observation for Data Collection. , 2015, , 199-222.		0
9	Toward Conceptualization, Discriminant Validation, and Coherent Nomenclature for Inter-Disciplinary Theoretical Transfer. <i>Psychological Reports</i> , 2014, 115, 396-399.	1.7	1
10	To Serve Man: A Marketing Manifesto (and an Article That Should Not Have Been Necessary). <i>Journal of Public Policy and Marketing</i> , 2013, 32, 6-17.	3.4	15
11	“Survey”™: Needless Despoilment of a Traditional Research Term. <i>International Journal of Market Research</i> , 2013, 55, 337-356.	3.8	4
12	The Politics of US Strategic Negligence: This Time, They Went Too Far. <i>Defence Studies</i> , 2012, 12, 1-16.	0.9	0
13	On the Competing Definitions of Recession. <i>Society</i> , 2012, 49, 118-121.	1.2	3
14	Detrimental effects of daylight-saving time on SAT scores.. <i>Journal of Neuroscience, Psychology, and Economics</i> , 2011, 4, 44-53.	1.0	19
15	The Index of Consumer Sentiment toward Marketing: Validation, Updated Results, and Demographic Analysis. <i>Journal of Consumer Policy</i> , 2008, 31, 195-216.	1.3	19
16	A Comment on Selected Wilkie and Moore’s “Inspired Commentaries in “The Sages Speak”, <i>Journal of Public Policy and Marketing</i> , 2007, 26, 126-130.	3.4	6
17	National Aggregate Consumer Sentiment toward Marketing: A Thirty-Year Retrospective and Analysis. <i>Journal of Consumer Research</i> , 2005, 31, 859-867.	5.1	43
18	Efficacy of a Mail Survey Appeal for a Dissertation. <i>Perceptual and Motor Skills</i> , 2004, 99, 1295-1298.	1.3	3

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19	Alienation in the distribution channel. <i>International Journal of Physical Distribution and Logistics Management</i> , 2004, 34, 158-200.	7.4	11
20	Raising the Minimum Wage Is Unethical and Immoral. <i>Business and Society Review</i> , 2004, 109, 209-224.	1.7	4
21	Measurement and Modeling of Alienation in the Distribution Channel. <i>Industrial Marketing Management</i> , 2001, 30, 207-225.	6.7	10
22	Normative Marketing Ethics Redux, Incorporating a Reply to Smith. <i>Journal of Business Ethics</i> , 2001, 32, 19-34.	6.0	10
23	Does Marketing Ethics Really Have Anything to Say? â€œ A Critical Inventory of the Literature. <i>Journal of Business Ethics</i> , 1999, 18, 315-334.	6.0	96
24	ON INTERORGANIZATIONAL DEPENDENCE AND SOCIAL POWER: A FOLLOW-UP OF ZEMANEK AND McINTYRE. <i>Psychological Reports</i> , 1999, 85, 323.	1.7	0
25	Reflections on Interorganizational Power, Dependence, and Satisfaction. <i>Psychological Reports</i> , 1996, 79, 79-82.	1.7	4
26	â€œVolumeâ€•of power: A new conceptualization of the power construct. <i>Sociological Spectrum</i> , 1995, 15, 257-276.	1.9	1
27	Distribution Channels: A Validation Study. <i>International Journal of Physical Distribution & Materials Management</i> , 1988, 18, 16-33.	0.1	25
28	Commentary on Howell's Observations. <i>Journal of Marketing Research</i> , 1987, 24, 127.	4.8	2
29	On "Construct validity of measures of college teaching effectiveness.". <i>Journal of Educational Psychology</i> , 1987, 79, 326-330.	2.9	19
30	Commentary on Howell's Observations. <i>Journal of Marketing Research</i> , 1987, 24, 127-129.	4.8	3
31	Interrelations among a Channel Entity's Power Sources: Impact of the Exercise of Reward and Coercion on Expert, Referent, and Legitimate Power Sources. <i>Journal of Marketing Research</i> , 1986, 23, 62-77.	4.8	215
32	The Index of Consumer Sentiment toward Marketing. <i>Journal of Marketing</i> , 1986, 50, 71-81.	11.3	164
33	Interrelations among a Channel Entity's Power Sources: Impact of the Exercise of Reward and Coercion on Expert, Referent, and Legitimate Power Sources. <i>Journal of Marketing Research</i> , 1986, 23, 62.	4.8	204
34	The Index of Consumer Sentiment toward Marketing. <i>Journal of Marketing</i> , 1986, 50, 71.	11.3	126
35	Nomic necessity in marketing theory: The issue of counterfactual conditionals. <i>Journal of the Academy of Marketing Science</i> , 1985, 13, 310-320.	11.2	3
36	The Differential Effects of Exercised and Unexercised Power Sources in a Marketing Channel. <i>Journal of Marketing Research</i> , 1985, 22, 130-142.	4.8	535

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37	The Differential Effects of Exercised and Unexercised Power Sources in a Marketing Channel. Journal of Marketing Research, 1985, 22, 130.	4.8	507
38	Dangerous territory: The societal marketing concept revisited. Business Horizons, 1985, 28, 42-47.	5.2	43
39	Nomic Necessity in Marketing Theory: The Issue of Counterfactual Conditionals. Journal of the Academy of Marketing Science, 1985, 13, 310-320.	11.2	1
40	The Theory of Power and Conflict in Channels of Distribution. Journal of Marketing, 1984, 48, 9-29.	11.3	510
41	The effects of discrepant power perceptions in a marketing channel. Psychology and Marketing, 1984, 1, 45-56.	8.2	64
42	The Theory of Power and Conflict in Channels of Distribution. Journal of Marketing, 1984, 48, 9.	11.3	747
43	COLLEGIATE ATHLETIC SUCCESS AND ALUMNI GENEROSITY: DISPELLING THE MYTH. Social Behavior and Personality, 1984, 12, 29-38.	0.6	18
44	Introducing the Marketing Accountability Standards Board (MASB) and its Common-Language Marketing Dictionary: Background, Description, Vision, and Prospects. Journal of Macromarketing, 0, , 027614672110366.	2.6	1