

# Valarie A Zeithaml

## List of Publications by Year in descending order

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Version: 2024-02-01

34  
papers

46,310  
citations

147801  
31  
h-index

377865  
34  
g-index

34  
all docs

34  
docs citations

34  
times ranked

14310  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Theories-in-Use Approach to Building Marketing Theory. Journal of Marketing, 2020, 84, 32-51.	11.3	206
2	Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues. Journal of Service Research, 2020, 23, 409-432.	12.2	123
3	User-informed marketing versus standard description to drive demand for evidence-based therapy: A randomized controlled trial.. American Psychologist, 2020, 75, 1038-1051.	4.2	12
4	Dimensions of treatment quality most valued by adolescent substance users and their caregivers.. Professional Psychology: Research and Practice, 2016, 47, 120-129.	1.0	9
5	Customer Metrics and Their Impact on Financial Performance. Marketing Science, 2006, 25, 718-739.	4.1	643
6	Forward-Looking Focus. Journal of Service Research, 2006, 9, 168-183.	12.2	131
7	E-S-QUAL. Journal of Service Research, 2005, 7, 213-233.	12.2	2,736
8	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. Journal of Marketing, 2004, 68, 109-127.	11.3	1,558
9	Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. Journal of the Academy of Marketing Science, 2002, 30, 362-375.	11.2	1,654
10	The Customer Pyramid: Creating and Serving Profitable Customers. California Management Review, 2001, 43, 118-142.	6.3	371
11	Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn. Journal of the Academy of Marketing Science, 2000, 28, 67-85.	11.2	1,241
12	Price and Brand Name As Indicators of Quality Dimensions for Consumer Durables. Journal of the Academy of Marketing Science, 2000, 28, 359-374.	11.2	406
13	The Behavioral Consequences of Service Quality. Journal of Marketing, 1996, 60, 31-46.	11.3	2,756
14	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 1994, 58, 111-124.	11.3	755
15	Paradigm Shifts in Business Education: Using Active Learning to Deliver Services Marketing Content. Journal of Marketing Education, 1994, 16, 5-19.	2.4	100
16	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 1994, 58, 111.	11.3	1,560
17	More on improving service quality measurement. Journal of Retailing, 1993, 69, 140-147.	6.2	578
18	The Nature and Determinants of Customer Expectations of Service. Journal of the Academy of Marketing Science, 1993, 21, 1-12.	11.2	1,769

#	ARTICLE	IF	CITATIONS
19	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. Journal of Marketing Research, 1993, 30, 7-27.	4.8	2,336
20	Perceived service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. Human Resource Management, 1991, 30, 335-364.	5.8	331
21	The service-quality puzzle. Business Horizons, 1988, 31, 35-43.	5.2	301
22	The Contingency Approach: Its Foundations and Relevance to Theory Building and Research in Marketing. European Journal of Marketing, 1988, 22, 37-64.	2.9	253
23	Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing, 1988, 52, 2-22.	11.3	8,655
24	Communication and Control Processes in the Delivery of Service Quality. Journal of Marketing, 1988, 52, 35-48.	11.3	859
25	A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, 1985, 49, 41-50.	11.3	5,496
26	The Elderly Consumer and Adoption of Technologies. Journal of Consumer Research, 1985, 12, 353.	5.1	236
27	The New Demographics and Market Fragmentation. Journal of Marketing, 1985, 49, 64.	11.3	132
28	Problems and Strategies in Services Marketing. Journal of Marketing, 1985, 49, 33.	11.3	1,194
29	A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, 1985, 49, 41.	11.3	9,163
30	Quality counts in services, too. Business Horizons, 1985, 28, 44-52.	5.2	373
31	Environmental Management: Revising the Marketing Perspective. Journal of Marketing, 1984, 48, 46.	11.3	163
32	Service firms need marketing skills. Business Horizons, 1983, 26, 28-31.	5.2	36
33	Age Differences in Response to Grocery Store Price Information. Journal of Consumer Affairs, 1983, 17, 402-420.	2.3	32
34	Consumer Response to In-Store Price Information Environments. Journal of Consumer Research, 1982, 8, 357.	5.1	142