

Valarie A Zeithaml

List of Publications by Year in descending order

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Version: 2024-02-01

34
papers

46,310
citations

147726
31
h-index

377752
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. <i>Journal of Marketing</i> , 2020, 84, 32-51.	7.0	206
2	Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues. <i>Journal of Service Research</i> , 2020, 23, 409-432.	7.8	123
3	User-informed marketing versus standard description to drive demand for evidence-based therapy: A randomized controlled trial.. <i>American Psychologist</i> , 2020, 75, 1038-1051.	3.8	12
4	Dimensions of treatment quality most valued by adolescent substance users and their caregivers.. <i>Professional Psychology: Research and Practice</i> , 2016, 47, 120-129.	0.6	9
5	Customer Metrics and Their Impact on Financial Performance. <i>Marketing Science</i> , 2006, 25, 718-739.	2.7	643
6	Forward-Looking Focus. <i>Journal of Service Research</i> , 2006, 9, 168-183.	7.8	131
7	E-S-QUAL. <i>Journal of Service Research</i> , 2005, 7, 213-233.	7.8	2,736
8	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. <i>Journal of Marketing</i> , 2004, 68, 109-127.	7.0	1,558
9	Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 362-375.	7.2	1,654
10	The Customer Pyramid: Creating and Serving Profitable Customers. <i>California Management Review</i> , 2001, 43, 118-142.	3.4	371
11	Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 67-85.	7.2	1,241
12	Price and Brand Name As Indicators of Quality Dimensions for Consumer Durables. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 359-374.	7.2	406
13	The Behavioral Consequences of Service Quality. <i>Journal of Marketing</i> , 1996, 60, 31-46.	7.0	2,756
14	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. <i>Journal of Marketing</i> , 1994, 58, 111-124.	7.0	755
15	Paradigm Shifts in Business Education: Using Active Learning to Deliver Services Marketing Content. <i>Journal of Marketing Education</i> , 1994, 16, 5-19.	1.6	100
16	Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. <i>Journal of Marketing</i> , 1994, 58, 111.	7.0	1,560
17	More on improving service quality measurement. <i>Journal of Retailing</i> , 1993, 69, 140-147.	4.0	578
18	The Nature and Determinants of Customer Expectations of Service. <i>Journal of the Academy of Marketing Science</i> , 1993, 21, 1-12.	7.2	1,769

#	ARTICLE	IF	CITATIONS
19	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. <i>Journal of Marketing Research</i> , 1993, 30, 7-27.	3.0	2,336
20	Perceived service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. <i>Human Resource Management</i> , 1991, 30, 335-364.	3.5	331
21	The service-quality puzzle. <i>Business Horizons</i> , 1988, 31, 35-43.	3.4	301
22	The Contingency Approach: Its Foundations and Relevance to Theory Building and Research in Marketing. <i>European Journal of Marketing</i> , 1988, 22, 37-64.	1.7	253
23	Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. <i>Journal of Marketing</i> , 1988, 52, 2-22.	7.0	8,655
24	Communication and Control Processes in the Delivery of Service Quality. <i>Journal of Marketing</i> , 1988, 52, 35-48.	7.0	859
25	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , 1985, 49, 41-50.	7.0	5,496
26	The Elderly Consumer and Adoption of Technologies. <i>Journal of Consumer Research</i> , 1985, 12, 353.	3.5	236
27	The New Demographics and Market Fragmentation. <i>Journal of Marketing</i> , 1985, 49, 64.	7.0	132
28	Problems and Strategies in Services Marketing. <i>Journal of Marketing</i> , 1985, 49, 33.	7.0	1,194
29	A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> , 1985, 49, 41.	7.0	9,163
30	Quality counts in services, too. <i>Business Horizons</i> , 1985, 28, 44-52.	3.4	373
31	Environmental Management: Revising the Marketing Perspective. <i>Journal of Marketing</i> , 1984, 48, 46.	7.0	163
32	Service firms need marketing skills. <i>Business Horizons</i> , 1983, 26, 28-31.	3.4	36
33	Age Differences in Response to Grocery Store Price Information. <i>Journal of Consumer Affairs</i> , 1983, 17, 402-420.	1.2	32
34	Consumer Response to In-Store Price Information Environments. <i>Journal of Consumer Research</i> , 1982, 8, 357.	3.5	142