

Randall L. Schultz Citations Through 6/2001

(Total 641)

Top Cited Work

"Market Measurement and Planning With a Simultaneous-Equation Model," *Journal of Marketing Research*, Vol. 8, No. 2 (May, 1971), pp. 153-64. [Total 20 \(most recent 2000\)](#)

"A Study of Marketing Generalizations," *Journal of Marketing*, Vol. 44, No. 1 January, 1980), pp. 10-18 (co-author with Robert P. Leone). Harold H. Maynard Award, American Marketing Association, 1981. Reprinted in Stephen W. Brown and Raymond P. Fisk (eds.), *Distinguished Essays in Marketing Theory*, New York: John Wiley & Sons, 1984, pp. 159-168. [Total 59 \(58 in Web of Science\) \(most recent unknown\)](#)

"The Implementation of Forecasting Models," *Journal of Forecasting*, Vol. 3, No. 1 (January-March, 1984), pp. 43-55. [Total 11 \(most recent unknown\)](#)

"Strategy and Tactics in a Process Model of Project Implementation," *Interfaces*, Vol. 17, No. 3 (May-June, 1987), pp. 34-46 (co-author with Dennis P. Slevin and Jeffrey K. Pinto). [Total 17 \(16 in Web of Science\) \(most recent 1997\)](#)

"Implementing Strategic Missions: Effective Strategic, Structural, and Tactical Change," *Journal of Management Studies*, Vol. 31, July (1994), pp. 481-505 (co-author with Jeffrey G. Covin and Dennis P. Slevin). [Total 10 \(most recent 2001\)](#)

"Implementation and Organizational Validity: An Empirical Investigation," Chapter 7 in Schultz and Slevin (1975, see below) (co-author with Dennis P. Slevin). [Total 30 \(35 in Web of Science\) \(most recent 2001\)](#)

"A Structural Model of Implementation," in Schultz and Ginzberg (1984, see below) (co-author with Michael J. Ginzberg and Henry C. Lucas, Jr.). [Total 11 \(most recent 2001\)](#)

Simulation in Social and Administrative Science: Overviews and Case Examples. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1972, 768 pp. (co-editor with Harold Guetzkow and Philip Kotler). [Total 31 \(most recent 1995\)](#)

Implementing Operations Research/Management Science. New York: American Elsevier Publishing Company, Inc., 1975, 334 pp. (co-editor with Dennis P. Slevin). [Total 125 \(most recent 2001\)](#)

Marketing Models and Econometric Research. New York and Amsterdam: North-Holland Publishing Company, 1976, 300 pp. (co-author with Leonard J. Parsons). [Total 84 \(most recent 2001\)](#)

The Implementation of Management Science. North-Holland/TIMS Studies in the Management Sciences, Volume 13. Amsterdam: North-Holland Publishing Company, 1979, 239 pp. (co-editor with Robert Doktor and Dennis P. Slevin). [Total 19 \(most recent 2000\)](#)

Marketing Decision Models. New York: Elsevier North-Holland, Inc., 1981, 298 pp. (co-editor with Andris A. Zoltners). [Total 11 \(most recent 1994\)](#)

Management Science Implementation. Greenwich, Conn.: JAI Press, Inc., 1984, 182 pp. (co-editor with Michael J. Ginzberg). [Total 12 \(most recent 1998\)](#)

Market Response Models: Econometric and Time Series Analysis. Boston: Kluwer Academic Publishers, 1990, 388 pp. (co-author with Dominique M. Hanssens and Leonard J. Parsons). [Total 74 \(most recent 2000\)](#)

Informations Systems Implementation: Testing a Structural Model. Norwood, N.J.: Ablex Publishing Corporation, 1990, 145 pp. (co-author with Henry C. Lucas, Jr. and Michael J. Ginzberg). [Total 27 \(31 in Web of Science\) \(most recent 2001\)](#)