

Randall L. Schultz Citations Through 6/2001
(Total 641)

Publications

Refereed Articles

"Marketing Simulations: Review and Prospects," *Journal of Business*, Vol. 43, No. 3 (July, 1970), pp. 237-95 (co-author with Philip Kotler). Total 7 (citation totals include B and exclude self-citations)

Westwood, D	J MARKET RES SOC	39	6	1997
Zinkhan, GM	J MARKET R	24	208	1987
Friedman, LW	J STAT COMP	19	237	1984
Simon, H	MANAG SCI	24	1462	1978
Hirschma., EC	SIMULATION	28	185	1977
Hentsche., U	EUR J MKT	10	283	1976
Lofthous., S	RIV INT EC	20	406	1973

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

Cotterill, R	J BUS	73	109	2000
Meredith, L	APPL ECON	23	1123	1991
Gatignon, H	J MARKET R	27	390	1990
Gatignon, H	J MARKET R	26	44	1989
Dekluyve., CA	J BUS RES	15	269	1987
Cook, VJ	J MARKET	49	49	1985
Gatignon, H	J MARKET R	21	387	1984
Aaker, DA	J ADVER RES	22	57	1982
Forgionn., GA	EUR J OPER	9	223	1982
Buzzel, RD	STRAT MANAG	2	27	1981
Rao, VR	BK# 22225	4	251	1981
Hanssens, DM	J MARKET R		17	470 1980
Leone, RP	J MARKET	44	10	1980
Simon, JL	J ADVER RES	20	11	1980
Clarke, DG	J MARKET R	13	345	1976
Lambin, JJ	EUR ECON R	6	105	1975
Smith, VK	SOCIO ECON	8	77	1974
Narodick, KG	JADVER RES	13	47	1973 L
Lambin, JJ	J BUS	45	585	1972
Narodick, KG	J ADVER RES	12	31	1972

self-citations

Parsons, L	INT J FORECASTING	10	1811994	
Schultz, RJ	BK# 07147	1	269	1978
Schultz, RJ	J MARKET R	13	71	1976
Schultz, RL	SIMULAT GAM	5	363	1974
Schultz, RL	EUR J MKT	7	18	1973
Schultz, RL	J ADVER RES	13	47	1973 L

"The Measurement of Aggregate Advertising Effects," *Combined Proceedings*, Spring and Fall Conferences, American Marketing Association, 1971, pp. 220-24. Total 1

Larreche, JC	J MARKET R	14	487	1977
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"On the Use of Computer Simulation For Research: Comment," *Simulation and Games*, Vol. 3, No. 1 (March, 1972), pp. 107-111 (co-author with Edward M. Sullivan). Total 1

Plays, TS	J T S BEHAV	8	340	1978
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"Studies of Airline Passenger Demand: A Review," *Transportation Journal*, Vol. 11, No. 4 (Summer, 1972), pp. 48-62. Total 1

Cerwonka, R	TRANSP J	14	40	1975
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self-citations

Schultz, RL	SIMULAT GAM	5	363	1974
Schultz, RL	J ADVER RES	13	47	1973 L

"Behavioral Considerations in the Implementation of Marketing Decision Models," *Combined Proceedings*, Spring and Fall Conferences, American Marketing Association, 1972, pp. 494-98 (co-author with Dennis P. Slevin). Total 2

Hildebra., S	EUR J OPER	6	4	1981
Larreche, JC	J MARKET R	14	487	1977

self-citations

Schultz, RL	BEHAV SCI	19	344	1974
Schultz, RL	EUR J MKT	7	18	1973

"Methods for Handling Competition in Dynamic Market Models," *European Journal of Marketing*, Vol. 7, No. 1 (Spring, 1973), pp. 13-27. Also (excerpted) in *Proceedings*, 4th National Meeting, American Institute for Decision Sciences, 1972, pp. 533-38. Translated in Italian in *Problemi di Gestione*, October, 1973, pp. 41-63. Total 0

self-citation

Schultz, RL	BK# 07147	1	269	1978
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"Evaluating Airline Advertising: A Comment," *Journal of Advertising Research*, Vol. 13, No. 4 (August, 1973), pp. 47-51 (co-author with Joe A. Dodson, Jr. and Dick R. Wittink). Total 0

"A Normative Model for Marketing Planning," *Simulation and Games*, Vol. 5, No. 4 (December, 1974), pp. 363-82. Also in *Proceedings*, 1974 Winter Simulation Conference, pp. 662-71 (co-author with Joe A. Dodson, Jr.). Total 1

Day, RL	BK# 07147	1	23	1978
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self-citations

Schultz, RL	BK# 07147	1	269	1978
Schultz, RL	SIMULAT GAM	6	72	1975 C

"The Use of Simulation for Decision Making," *Behavioral Science*, Vol. 19, No.5 (September, 1974), pp. 344-350. Reprinted in William C. House (ed.), *Simulation for Decision Making*, New York: Petrocelli Books, 1977, pp. 27-35. Total 5

McHaney, R	INFORM MANAGE	37	1352000	
Federico, PA	SOCIOL METH	9	513	1981
Median, DE	WILDL MON	1979	5	1979
Morris, JR	EDUC RES Q	2	63	1977
King, WR	MANAG SCI	22	286	1975

"The Measurement of Industry Advertising Effects," *Journal of Marketing Research*, Vol. 13, No. 1 (February, 1976), pp. 71-75 (co-author with Dick R. Wittink). Total 8

Dekimpe, M	J ECONOMETRICS	89	2691999	
Meredith, L	APPL ECON	23	1123	1991
Monahan, GE	MANAG SCI	33	228	1987
Leahy, AS	REV VUS ECO	21	71	1986 N
Lancaste., KM	J ADVERT	13	19	1984
Neslin, SA	J MARKET	47	44	1983
Leone, RP	J MARKET	44	10	1980
Verma, VK	J BUS	53	S115	1980

"An Empirical-Simulation Approach to Competition," *Research in Marketing*, Vol. 1 (1978), pp. 269-301 (co-author with Joe A. Dodson, Jr.). Total 0

"A Study of Marketing Generalizations," *Journal of Marketing*, Vol. 44, No. 1 January, 1980), pp. 10-18 (co-author with Robert P. Leone). 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)

24 citations 1993-6/2001

Ramswam., V	MARKET SCI	12	103	1993
Johnson, M	J ADVERT	22	35	1993
Leeflang, PS	APPL ECON	24	273	1992
Klitzner, M	BR J ADDICT	86	287	1991
Sethuram., R	J MARKET R	28	160	1991
Doyle, P	MARKET SCI	9	97	1990
Ehrenber.,AS	J MARKET	54	82	1990
(Anon)	J MARKET	52	1	1988
Bultez, A	MANAG SCI	34	909	1988
Chetwynd, J	BR J ADDICT	83	409	1988
Hagerty, MR	J MARKET R	25	1	1988
Tellis, GJ	J MARKET R	25	331	1988
Zeithaml, VA	EUR J MKT	22	37	1988
Armstron., JS	INT J FOREC	3	355	1987
Brodie, RJ	INT J FOREC	3	423	1987

Kelly, JS	J BUS RES	15	257	1987	
Saunders, J	EUR J MKT	21	1	1987	R
Simon, H	MANAG SCI	33	451	1987	
Thurik, R	J RETAILING	62	431	1986	N
Benoma, TV	J MARKET R	22	199	1985	
Leeflang, PS	J MARKET	49	92	1985	
Leong, SM	J MARKET	49	23	1985	R
Raj, SP	J MARKET	49	53	1985	
Bemmaor, AC	J MARKET R	21	298	1984	
Farris, PW	J ADVER RES	24	37	1984	
Ghosh, A	J MARKET R	21	202	1984	
Deshpand., R	J MARKET	47	101	1983	
Sawyer, AG	J MARKET R	20	122	1983	
Clarke, Y	J CONSUM R	8	456	1982	N
Craig, CS	Q R ECON BU	22	101	1982	
Holthaus., DM	MANAG SCI	28	487	1982	
Raj, SP	J CONSUM R	9	77	1982	
Wind, Y	IND MKT MAN	11	1	1982	
Buzzell, RD	STRAT MANAG	27	1981		
Farley, JU	J BUS	54	597	1981	

"The Implementation of Forecasting Models," *Journal of Forecasting*, Vol. 3, No. 1 (January-March, 1984), pp. 43-55.
Total 11

6 citations 1990-6/2001

Cooper, RB	MANAG SCI	36	123	1990	
Rice, G	INT J FOREC	6	89	1990	
Mathews, BP	J FORECAST	8	129	1989	
Lawless, MW	MANAG SCI	33	244	1987	
Fildes, R	J OPER RES	36	549	1985	

"The Influence of Environmental Hostility on the Effective Management of New Ventures," *Frontiers of Entrepreneurship Research*, 1991 (co-author with Jeffrey G. Covin and Dennis P. Slevin). Total 0

"Principles Involving Marketing Policies: An Empirical Assessment," *Marketing Letters*, Vol. 4, No. 3 (1993), pp. 253-265 (co-author with J. Scott Armstrong). Total 0

"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

10 citations 1994-6/2001

"Top Management Decision Sharing and Adherence to Plans," *Journal of Business Research*, Vol. 40, No. 1 (September, 1997), pp. 21-36. Total 0

"Forecasting Market Response," Introduction to *Forecasting with Market Response Models*, Special Issue of the *International Journal of Forecasting*, Vol. 10, No. 2 (1994), pp. 181-189 (co-author with Leonard J. Parsons).

Total 0

Book Chapters

"Developments in Simulation in Social and Administrative Science," Chapter 1 in Guetzkow, Kotler and Schultz (1972, see below) (co-author with Edward M. Sullivan). Total 6

Dorn, DS	TEACH SOCIO	17	1	1989	R
Mccal, MW	MANAG SCI	28	553	1982	
Bracken, I	PROG H GEOG	2	49	1978	
Palys, TS	J T S BEHAV	8	340	1978	R
Kahalas, H	TEACHNOL FOR 10	319	1977	R	
Winand, U	ANGEW INFOR	1975	503	1975	

"Marketing System Simulations," Chapter 10 in Guetzkow, Kotler and Schultz (1972, see below) (co-author with Philip Kotler). Total 0

"Implementation and Management Innovation," Chapter 1 in Schultz and Slevin (1975, see below) (co-author with Dennis P. Slevin). Total 8

Weibe, E	J EDUC COMPUT RES	21	551999		
Berry, F	PUBLIC ADMIN REV	58	2931998		
Snead, K	DECISION SCI	25	4991994		
Scholz, C	OMEGA-INT J	12	53	1984	
Ginzberg, MJ	BK# 11827	13	85	1979	
Berman, P	PUBL POLICY	26	157	1978	
Eindor, P	MANAG SCI	24	1064	1978	
Yin, RK	POLICY SCI	8	381	1977	

"A Program of Research on Implementation," Chapter 3 in Schultz and Slevin (1975, see below) (co-author with Dennis P. Slevin). Total 7

Ching, R	J COMPUT INFOR SYST 37		96	1996	
Noble, F	J MANAG STU	30	195	1993	
Pinto, JK	J MANAG STU	27	305	1990	
Pinto, JK	IEEE MANAGE	34	22	1987	
Sculli, D	OMEGA-INT J	14	167	1986	
Mushkat, M	LONG RAND P	17	111	1984	
Narasimh., R	BK# 11827	13	63	1979	

self-citation

Schultz, RL	INTERFACES	17	34	1987	
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"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)

Al-Khaldi, M	INFORM MANAGE	36	185	1999	
Phelps, R	J INFORM TECHNOL	14	39	1999	
Al-Khaldi, M	COMPUT HUM BEHAV	14	23	1998	

Drury, D	INFOR	36	25	1998
Berry, F	PUBLIC ADMIN REV	58	293	1998
Wierenga, B	INT J RES MARK	14	275	1997
Liker, J	J ENG TECHNOL MANAGE	14	147	1997
Elliott, M	J AM SOC INFORM SCI	48	1023	1997
Rainer, RK	COMPUT HUM BEHAV	12	93	1996
Lu, H	INT J INFORM MANAGE	14	317	1994
Lawrence, M	MIS QUART	17	195	1993
Tyron, CK	DATA BASE	24	5	1993
Amoakogy., K	INF MANAGEM	25	1	1993
Davis, FD	J APPL SO P	22	1111	1992
Mykytn, PP	INF MANAGEM	23	263	1992
Newman, M	MIS QUART	16	249	1992
Vessey, I	COMM ACM	35	90	1992
Igbaria, M	INT J MAN M	35	553	1991
Jarvenpa, SL	MIS QUART	15	205	1991
Rice, RE	ADM SCI QUA	36	219	1991
Thompson, RL	MIS QUART	15	125	1991
Batte, MT	AM J AGR EC	72	935	1990
Lamberti, D	MIS QUART	14	279	1990
Davis, FD	MANAG SCI	35	982	1989
Davis, FD	MIS QUART	13	319	1989
Sanders, GL	MIS QUART	9	77	1985
Swanson, EB	OMEGA-INT J	10	157	1982
King, WR	MANAG SCI	27	717	1981 N
Robey, D	ACAD MGMT J	22	527	1979
Eindor, P	MANAG SCI	24	1064	1978
Robey, D	HUMAN RELAT	31	689	1978

"Introduction: The Implementation Problem," Chapter 1 in Doktor, Schultz and Slevin (1979, see below) (co-author with Dennis P. Slevin). Total 4

Schmidt, R	J MANAGE INFORM SYST	17	5	2001
Assad, A	INTERFACES	25	1	1995
Okeefe, RM	INTERFACES	18	105	1988
Scholz, C	OMEGA-INT J	12	53	1984

"Implementing Decision Models," Chapter 12 in Schultz and Zoltners (1981, see below) (co-author with Michael D. Henry). Total 0 (but see book)

"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

Liberatore, M	EUR J OPER RES	125	1842000	
Marble, R	EUR J INFORM SYST	9	1322000	
Kasanen, E	EUR J OPER RES	120	4962000	
Bradley, J	EXPERT SYST APPL	8	1571995	
Amoakogy., K	INF MANAGEM	25	1	1993
McDoniel, P	J COMPUT INFORM SYST	34	50	1993
Davis, G	INFORM MANAGE	23	2931992	

Robey, D	MANAGE SCI	35	11721989	
Lucas, H	MIS QUART	12	5371988	
Pidd, M	J OPER RES	39	115	1988
Markus, ML	INTERFACES	17	54	1987

self-citation

Ginzberg, MJ	INTERFACES	17	1	1987 E
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"Response Models in Marketing," in William D. Neal (ed.), *Advanced Research Technique Forum*. Chicago: American Marketing Association, 1991, pp. 380-404 (co-author with Dominique M. Hanssens and Leonard J. Parsons). Total 0

Professional Articles

"The Legitimacy of Management Science," *Interfaces*, Vol. 5, No. 4 (August, 1975), pp. 26-28. Total 5

Coccarri, RL	BUS HORIZ	32	70	1989
Zahedi, F	INTERFACES	14	57	1984 R
Mcclure, RH	INTERFACES	11	108	1981
Ginzberg, MJ	ACC ORG SOC	5	369	1980
Larreche, JC	J MARKET R	14	487	1977

self-citation

Schultz, RL	BK# 11827	13	1	1979
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"The Edge of the Coin," *Simulation in the Service of Society*, 6 (March, 1976). Reprinted in *Simulation*, 27 (July, 1976). Total 0

"Implementing Implementation Research," *Interfaces*, Vol. 12, No. 5 (October, 1982), pp. 87-90 (co-author with Dennis P. Slevin). Total 4

Raiszade., FM	J OPER RES	37	937	1986
Fripp, J	OMEGA-INT J	13	19	1985
Mcdaniel, RR	INTERFACES	15	70	1985
Tilanus, CB	EUR J OPER	19	170	1985

"The Implementation Profile," *Interfaces*, Vol. 13, No. 1 (February, 1983), pp. 87-92 (co-author with Dennis P. Slevin). Total 5

Webb, G	INT J FORECASTING	10	583	1994
Blanco, T	OPER RES	42	814	1994
Davis, DL	COMPUT OPER	20	215	1993
Lawless, MW	MANAG SCI	33	244	1987
Klingman, D	INTERFACES	16	1	1986

self-citations

Schultz, RL	J FORECAST	3	43	1984
Schultz, RL	INTERFACES	13	113	1983

"Media Dreams," *Interfaces*, Vol. 13, No. 2 (April, 1983), pp. 52-53 (co-author with Dennis P. Slevin). Total 0

"Science and Affairs," *Interfaces*, Vol. 13, No. 3 (June, 1983), pp. 36-38 (co-author with Dennis P. Slevin). Total 0

"Roots," *Interfaces*, Vol. 13, No. 6 (December, 1983), pp. 113-115 (co-author with Dennis P. Slevin). Total 0

"The Practical Side of Implementation Research," *Interfaces*, Vol. 17, No. 3 (May-June, 1987), pp. 1-5 (co-author with Michael J. Ginzberg). Total 9

9 citations 1987-6/2001

"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)

6 citations 1992-6/2001

Buchanan, J	INTERFACES	22	28	1992
Onsurd, HJ	INT J GEOGR	5	447	1991
Deutsch, MS	IEEE MAMAGE	38	365	1991 N
Elsherif, H	INTERFACES	20	97	1990
Pinto, JK	IEEE MANAGE	37	269	1990
Pinto, JK	J MANAG STU	27	305	1990
Evans, JR	OMEGA-INT J	17	499	1989
Keys, P	OMEGA-INT J	17	113	1989
Nambiar, JM	EUR J OPER	38	14	1989
Pinto, JK	RES TECH M	32	31	1989
Slevin, DP	SLOAN MANAG29	33	1987	

"Fundamental Aspects of Forecasting in Organizations," *International Journal of Forecasting*, Vol. 7, No. 4 (March, 1992), pp. 409-411. Total 3

3 citations 1992-6/2001

"Forecasting Market Response," *International Journal of Forecasting* (intro to special issue) Total 0

Books

La Simulation en Marketing. Paris: Dunod Editeur, 1971, 120 pp. (co-author with Philip Kotler). Total 0

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

Mu, X	SIMULAT GAMING	26	36	1995
Vandenbergh, J	ANN REGIONAL SCI	28	7	1994
Song, F	HEALTH POLICY PLANN 8		394	1993
Gaddis, JL	INT SECUR	17	5	1993

Earley, PC	RES ORG B	15	357	1992
Newman, M	MIS QUART	16	249	1992
Stump, SA	DECISION SC	22	1047	1991
Dorn, DS	TEACH SOCIO	17	1	1989
Cunningh, JB	SIMULAT GAM	15	213	1984
Faherty, VE	J EDUC SOC	19	11	1983
Braten, S	BK# 26461	2	113	1982
Gilboa, E	TERRORISM	5	265	1981
Luce, FD	ADMIN SOC W	4	13	1980
Sylvan, DA	SIMULAT GAM	10	227	1979
Fort, J	EKON-MATH O	14	142	1978
Kitching, G	IDS BULL	9	53	1978
Sharif, N	BK# 07889	1978	1	1978
Fischer, MM	MITT O GEOG	119	210	1977
Fowlkes, DL	SIMULAT GAM	8	419	1977
Roberts, EB	INTERFACES	8	26	1977
Streufer., S	J APPL SO P	7	281	1977 E
Ettlie, JE	IEEE MANAGE	23	62	1976
Hart, EW	BEHAV SCI	21	532	1976
Miller, JG	BEHAV SCI	21	320	1976
Robert, EB	TECHNOL FOR	9	231	1976
Klein, DC	AM J COMM P	3	353	1975
Bermant, G	CRIM JUST B	1	224	1974
Bossel, H	INSTR SCI	3	23	1974
Taylor, JL	PROG LEARN	11	197	1974
Washingt., R	EDUC LEADER	30	772	1973 B

self-citations

Schultz, RL	BK# 07147	1	269	1978
Schultz, RL	SIMULAT GAM	5	363	1974

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

15 citations 1993-6/2001

Guimarue., T	IFIP TRAN A	24	195	1993
Pliskin, N	COMPUTER J	36	143	1993
Dery, R	EUR J OPER	66	168	1993
Corbett, CJ	OPERAT RES	41	625	1993
Davis, GB	INF MANAGEM	23	293	1992
Preble, JF	J MANAG STU	29	391	1992
King, WR	IEEE MANAGE	38	293	1991
Sethi, V	DECISION SC	22	455	1991
Snodgras, CR	EUR J OPER	50	157	1991
Alpar, P	INTERFACES	20	2	1990
Tjosvold, D	HUMAN RELAT 43	1117	1990	
Lamberti, DM	MIS QUART	14	279	1990
Raghunta., B	DECISION SC	21	287	1990
Keys, P	OMEGA-INT J	17	113	1989

Lucas, HC	MIS QUART	12	537	1989	
Nutt, PC	STRAT MANAG	10	145	1989	
Robey, D	MANAG SCI	35	1172	1989	
King, WR	LONG RANG P	21	103	1988	
Borsting, JR	INTERFACES	18	72	1988	
Leifer, R	MIS QUART	12	63	1988	
Marcus, AA	ACAD MGMT J	31	235	1988	
Marcus, AA	STRAT MANAG	9	387	1988	
Ginzberg, MJ	INTERFACES	17	1	1987	E
Handerso., JC	DECISION SC	18	333	1987	
Mushkat, M	LONG RANG P	20	52	1987	
Nutt, PC	STRAT MANAG	8	1	1987	
Rivard, S	INTERFACES	17	25	1987	
Ramanuja., V	STRAT MANG	8	453	1987	
Franz, CR	MIS QUART	10	29	1986	
Iivari, J	INT J INF M	6	123	1986	
King, WR	OMEGA-INT J	14	317	1986	
Kinicki, AJ	ACAD MGMT J	29	633	1986	N
Kramer, KL	OPERAT RES	34	501	1986	
Nutt, PC	ACAD MGMT J	29	230	1986	
Thomas, H	J OPER RES	37	249	1986	
Ramanuja., V	ACAD MGMT J	29	347	1986	
Gulley, DA	MANAG SCI	31	1547	1985	
Langendo, R	J AM PLANN	51	422	1985	
Lockett, G	J OPER RES	36	347	1985	
Roessner, JD	EEE MANAG	32	124	1985	I
Tilanus, CB	EUR J OPER	19	170	1985	
Wernham.,R	MANAG STU	22	632	1985	J
Chaiken, JM	INTERFACES	14	76	1984	I
Ives, B	MANAG SCI	30	586	1984	
Multinov, JS	J SYST MAN	35	8	1984	
Scholz, C	OMEGA-INT J	12	53	1984	
Wernham, R	LONG RANG P	17	34	1984	
Zahedi, F	INTERFACES	14	57	1984	R
Zmud, RW	MANAG SCI	30	727	1984	
Desancti., G	PSYCHOL REP	52	247	1983	
Galegher, J	LAW HUMAN B	7	361	1983	R
Green, GI	J SYST MAN	34	10	1983	
King, WR	STRAT MANAG	4	263	1983	
Lokett, G	INTERFACES	13	94	1983	
Markus, ML	HUMAN RELAT	36	203	1983	
Nutt, PC	ACAD MGMT R	8	600	1983	
Schwenk, C	OMEGA-INT J	11	239	1983	
Fripp, JW	J OPER RES	33	77	1982	N
Kaluzny, AD	HEAL SERV R	17	253	1982	
Lawless, MW	OMEGA-INT J	10	107	1982	
Polding, E	J OPER RES	33	733	1982	
Robey, D	MANAG SCI	28	73	1982	
Alavi, M	MANAG SCI	27	1309	1981	
Cox, JF	ACAD MGMT J	24	386	1981	

Ginzberg, MJ	MANAG SCI	27	459	1981
Hildebra, S	EUR J OPER	6	4	1981
King, WR	NEW DIR HIG		63	1981
Lockett, G	EUR J OPER	7	14	1981
Lockett, G	OEMGA-INT J	9	595	1981
Park, CW	J MARKET	45	33	1981
Sage, AP	IEEE SYST M	11	640	1981 R
Dutta, BK	MANAG SCI	26	161	1980
Henderso., JC	IEEE MANAG	27	12	1980
Hildebra., S	EUR J OPER	3	359	1980
King, WR	COMPUT EDUC	4	167	1980
White, SE	ADM SCI QUA	25	428	1980
Anderson, J	MANAG SCI	25	512	1979
Anderson, JC	INTERFACES	9	52	1979
Burton, R	BK# 11827	13	155	1979
Graham, RJ	OMEGA-INT J	7	61	1979
Hammond, JS	BK# 11827	13	35	1979
Kawase, T	INTERFACES	9	56	1979
Larreche, JC	BK# 11827	13	171	1979
Lucas, HC	BK# 11827	13	139	1979
Manley, JH	BK# 11827	13	189	1979
Manners, GE	MANAG INT W	19	69	1979
Radnor, M	BK# 11827	13	17	1979
Wysocki, RK	INTERFACES	9	37	1979
Zmud, RW	MANAG SCI	25	966	1979 R
Bellavit., C	POLICY ANAL	4	599	1978 B
Berlin, VN	MANAG SCI	24	789	1978
Bukowsk, TW	SRA-J SOC R	10	27	1978
Campbell, RJ	J RISK INS	45	401	1978
Kolf, F	ANGEW INFOR	1978	299	1978
Lockett, AG	INTERFACES	9	45	1978
Lucas, HC	SLOAN MANAG19	39	1978	
Robey, D	INTERFACES	8	70	1978
Wedley, WC	J OPER RES	29	199	1978
Alter, S	SLOAN MANAG19	39	1977	
Bierfeld., W	RIV INT EC	24	208	1977
Kawase, T	J OP RES SO	20	243	1977
Larreche, JC	J MARKET R	14	487	1977
Marsh, PJ	MANAG DEC	15	374	1977
Martin, MJC	INTERFACES	9	91	1977
Chestert., BK	OPERAT R Q	27	513	1976 B
Farris, DD	PERS PSYCH	29	690	1976 B
Lave, R	INTERFACES	6	83	1976 B
Madler, G	OMEGA-INT J	4	383	1976
Mccoubre., CA	SLOAN MANAG17	63	1976	
Pfohl, HC	UNTERNEHM	30	73	1976
self-citations				
Schultz, RL	J FORECAST	3	43	1984

Schultz, RL	BK# 11827	13	1	1979
Schultz, RL	BK# 07147	1	269	1978
Schultz, RL	INTERFACES	5	26	1975
Schultz, RL	BEHAV SCI	19	344	1974

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Neeler, RM	MANAG SCI	26	1007	1980
Jackson, S	J MARKET L	18	103	1976 B
Menasco, MB	J MARKET	40	131	1976 B

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

Duffy, M	APPL ECON	33	437	2001
Winer, R	INT J RES MARK	17	141	2000
Amato, L	REV IND ORGAN	16	327	2000
Takada, H	J BUS RES	43	97	1998
Chebat, J	J BUS RES	31	197	1994
Webb, G	INT J FORECASTING	10	583	1994
Hruschka, A	EUR J OPER RES 66	27		1993
Leeflang, PS	APPL ECON	24	273	1992
Klitzner, M	BR J ADDICT	86	287	1991
Redmond, WHJ	PROD INN	8	170	1991
Wittink, DR	J MARKET R	28	246	1991
Neslin, SA	MARKET SCI	9	25	1990
Corstjen., M	MARKET SCI	8	170	1989
Chetwynd, J	BR J ADDICT	84	1263	1989
Gatignon, R	J MARKET R	26	44	1989
Vanhonac., WR	J BUS RES	19	127	1989
Chetwynd, J	BR J ADDICT	83	409	1988
Ryans, AB	J INT BUS S	19	389	1988 R
Anderson, E	MANAG SCI	34	599	1988
Rao, AG	MANAG SCI	34	734	1988
Tellis, GJ	J MARKET R	25	134	1988
Tellis, GJ	J MARKET R	25	331	1988
Varadara., PR	J MARKET	52	58	1988
Saunders, J	EUR J MARKETING	21	11987	
Kouzelis, A	EUR J OPER	30	89	1987
Huber, J	J MARKET R	23	250	1986
Leeflang, PS	EUR J OPER	23	14	1986
Mazanec, JA	ANN TOURISM	13	609	1986
Parker, TH	J RETAILING	62	298	1986
Doyle, P	J MARKET R	22	54	1985
Eliashbe., J	J MARKET R	22	237	1985
Karnani, A	MANAG SCI	31	536	1985
Leeflang, PS	J MARKET	49	92	1985
Moriarty, MM	J BUS RES	13	247	1985

Moriarty, MM	J RETAILING	61	27	1985	
Parasura., A	J MARKET	49	124	1985	
Huston, ES	J ADVERT	13	27	1984	
Karnani, A	MANAG SCI	30	696	1984	
Mahajan, V	J MARKET R	21	268	1984	
Vanhonac., WR	J MARKET R	21	445	1984	
Bass, FM	MANAG SCI	29	1	1983	
Corstjen., M	J OPER RES	34	943	1983	
Cravens, DW	IND MKT MAN	12	179	1983	
Douglas, SP	J INT BUS S	14	51	1983	
Galbraith., C	STRAT MANAG	4	153	1983	
Galbraith., CS	STRAT MANAG	4	237	1983	
Hanssens, DM	MANAG SCI		29	1167	1983
Moriarty, MM	J BUS RES	11	127	1983	
Parsons, LJ	ADV CONSUM	10	605	1983	
Craig, CS	Q R ECON BU	22	101	1982	
Raj, SP	J CONSUM R	9	77	1982	
Simon, H	J MARKET R	19	352	1982	
Doughert., DM	MANAG INT W	22	9	1982	
Jagpal, HS	J BUS	55	401	1982	
Corstjen, M	EUR J OPER	8	249	1981	
Darden, WR	J MARKET R	18	125	1981	B
Parsons, LJ	J MARKET R	18	107	1981	
Varadara., P	J BUS RES	9	49	1981	
Hanssens, DM	J MARKET R		17	470	1980
Horsky, D	J BUS	53	S 5	1980	
Leone, RP	J MARKET	44	10	1980	
Mahajan, V	J MARKET	44	71	1980	
Money, RC	MANAG SCI	26	1198	1980	
Simon, JL	J ADVER RES	20	11	1980	
Wagner, U	Z BETRIEBSW	50	416	1980	
Weiss, DL	J MARKET R	17	371	1980	N
Wilson, RD	BK# 12138	3	235	1980	
Winer, RS	MANAG SCI	26	78	1980	
Bruse, H	Z BETRIEBSW	49	474	1979	
Corstjen., M	MANAG SCI	25	1014	1979	
Jagpal, HS	J ADVER RES	19	41	1979	
Larreche, JC	BK# 11827	13	171	1979	
Larreche, JC	OMEGA-INT J	7	207	1979	
Little, JDC	J MARKET	43	9	1979	
Little, JDC	OPERAT RES	27	629	1979	
Simon, H	J MARKET R	16	439	1979	
Winer, RS	J BUS	52	563	1979	
Day, RL	INTERFACES	8	97	1978	B
Homes, C	J MARKET L	20	53	1978	
	MANAG INT W	17	124	1977	B
Eskin, GJ	J MARKET R	14	499	1977	
Fides, R	OPERAT R Q	28	896	1977	B
Mahajan, V	J MARKET R	14	123	1977	B
Mahajan, V	J MARKET R	14	586	1977	N

Wittink, DR	J MARKET R	14	145	1977
self-citations				
Parsons, L	INT J FORECASTING	10	181	1994
Schultz, RL	BK# 07147	1	269	1978

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

Kasanen, E	EUR J OPER RES	120	496	2000
Dery, R	EUR J OPER RES	66	1681993 R	
Davis, GB	INF MANAGEM	23	293	1992
Alpar, P	INTERFACES	20	2	1990
Gupta, YP	DECISION SC	20	777	1989
Langley, A	ADM SCI QUA	34	598	1989
Robey, D	MANAG SCI	35	1172	1989
Okeefe, R	INTERFACES	18	105	1988
Lucas, HC	MIS QUART	12	537	1988
Ashton, RH	OMEGA-INT J	16	153	1988
Ginzberg, MJ	INTERFACES	17	1	1987 E
Roessner, JD	IEEE MANAGE	32	124	1985
Tilanus, CB	EUR J OPER	19	170	1985
Wernham, R	J MANAG STU	22	632	1985
Zmud, RW	MANAG SCI	30	727	1984
Eden, C	INTERFACES	12	50	1982
Hildebra., S	EUR J OPER	6	4	1981
Mullerme., H	EUR J OPER	8	1	1981 R
Feder, PI	TECHNOMET	22	447	1980 B
self-citation				
Schultz, RL	J FOREC	3	43	1984

Marketing Decision Models. New York: Elsevier North-Holland, Inc., 1981, 298 pp. (co-editor with Andris A. Zoltners). Total 11

Some citations may be to Schultz and Henry

Chebat, J	J BUS RES	31	197	1994
Desarbo, WS	MARKET SCI	6	299	1987
Mushkat, M	LONG RANG P	20	52	1987
Roessner, JD	IEEE MANAGE	27	95	1985
Mccann, JM	J MARKET R	20	452	1983 B
Saunders, JA	EUR J OPER	13	190	1983 B
Wegner, T	J MARKET L	25	305	1983
Wierenga, B	EUR J OPER	11	300	1982 B
Zufryden. FS	INTERFACES	12	93	1982 B
Lynch, J	J MARKET R	18	490	1981 B
Hilderbra., S	EUR J OPER	5	359	1980

Management Science Implementation. Greenwich, Conn.: JAI Press, Inc., 1984, 182 pp. (co-editor with Michael J. Ginzberg). Total 12

Jiang, J	INFORM SOFTWARE TECH	39	14	1998
Nutt, P	HOSP HEALTH SERV ADM	41	176	1996
Robey, D	ACM INFORM SYST	14	30	1996
Nutt, P	OMEGA-INT J MANAGE S	23	469	1995
Duchessi, P	EXPERT SYST APPL	9	123	1995
Davis, GB	INF MANGEM	23	293	1992
Duchsessi, P	EUR J OPER	61	122	1992
Keys, P	OMEGA INT J	17	113	1989
Langley, A	ADM SCI QUA	34	598	1989
Robey, D	MANAG SCI	35	1172	1989
Weitzel, JR	DECISION SC	20	507	1989
Lucas, HC	MIS QUART	12	37	1988

self-citation

Ginzberg, MJ	INTERFACES	17	1	1987	E
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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

56 citations 1994-6/2001 not including Dikimpe and Klemz

Dikimpe, M	J MARKETING RES	36	397	1999
Klemz, B	OMEGA-INT J MANAGE SCI	27	363	1999
Alsem, K	INT J FORECASTING	10	327	1994
Moorthy KS	J MARKET	57	92	1993
Powers KI	MATH COMP M	17	89	1993
Arsham H	COMPUT OPER	20	35	1993
Sogomonian, A	MANAGE SCI	39	191	1993
Simon, CJ	MARKET SCI	12	28	1993
Ramaswam., V	MARKET SCI	12	103	1993
Hruschka, H	EUR J OPER	66	27	1993
Franses, PH	STAT PROB L	15	407	1993
Danaher, PJ	INT J FOREC	8	613	1992
Erickson, GM	MANAG SCI	38	1732	1992
Chintagu, PK	MANAG SCI	38	1230	1992
Vanhonac, WR	J BUS FOREC	10	427	1992
Franses, PH	J MARKET R	28	240	1991
Wittink, DR	J MARKET R	28	246	1991
Holak, SL	J MARKET	54	16	1990

self-citation

Schultz, RL	INT J FOREC	7	409	1992	
Hanssens, DM	INT BUS S		22	503	1991

Market Response Models: Econometric and Time Series Analysis, Second Edition. Boston: Kluwer Academic Publishers, 2001, 501 pp. (co-author with Dominique M. Hanssens and Leonard J. Parsons). Total 2

Nijs, V	MARKET SCI	20	12001
Dikimpe, M	INT J RES MARK	17	1832000

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)

21 citations 1993-6/2001 in addition to Kasenen

Kasenen, E	EUR J OPER RES	120	496	2000
Tyran, CK	DATA BASE	24	103	1993
Conrath, DW	COMPUT IND	21	35	1993
Alavi, M	MIS QUART	16	95	1992
Newman, M	MIS QUART	16	249	1992
Sherer, SA	INTERFACES	21	88	1991

self-citation

Schultz, RL	INT J FOREC	7	409	1992
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Other Edited Publications

Applications of Management Science, Volume 1. Greenwich, Conn.: JAI Press, Inc., 1981, 388 pp. (editor).
Total 3

Davis, GB	INF MANAGEM	23	293	1992
Cook, W	INTERFACES	13	96	1983
Boot, JCG	EUR J OPER	9	205	1982

Applications of Management Science, Volume 2. Greenwich, Conn.: JAI Press, Inc., 1982, 231 pp. (editor).
Total 0

Applications of Management Science, Volume 3. Greenwich, Conn.: JAI Press, Inc., 1983, 291 pp. (editor).
Total 1

Woolsey, G	INTERFACES	17	115	1987 B
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Applications of Management Science, Volume 4. Greenwich, Conn.: JAI Press, Inc., 1985, 234 pp. (editor).
Total 0

Applications of Management Science, Volume 5. Greenwich, Conn.: JAI Press, Inc., 1987, 303 pp. (editor).
Total 0

Series editor: *Applications of Management Science: Accounting Applications of Management Science, Volume 6*.
Greenwich, Conn.: JAI Press, Inc., 1991, 278 pp. (edited by Edward Blocher).
Total 0

Series editor: *Applications of Management Science: Public Policy Applications of Management Science, Volume 7*. Greenwich, Conn.: JAI Press, Inc., 1993, 191 pp. (edited by Edwardo L. Rhodes).

Total 0

Implementation. Special Issue of *Interfaces*, May-June, 1987 (co-editor with Michael J. Ginzberg). Total 0

Forecasting with Market Response Models. Special Issue of the *International Journal of Forecasting*, scheduled for publication in 1994 (co-editor with Leonard J. Parsons). Total 0

Institute Papers (cataloged in the Library of Congress)

"A Competitive Parity Approach to Competition in a Dynamic Market Model," issued as Institute Paper No. 375, Institute for Research in the Behavioral, Economic and Management Sciences, Krannert Graduate School of Management, Purdue University, September, 1972. Total 2

Jacobson, R	J MARKET R	18	29	1981
Clarket, DG	J MARKET R	13	345	1976

self-citation

Schultz, RL	EUR J MKT	7	18	1973
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"The Impact of Advertising on the Aggregate Consumption Function: I. Preliminary Results," Institute Paper No. 443, March 1974 - co-author with Leonard J. Parsons). Total 0

self-citation

Schultz, RL	J MARKET R	13	71	1976 N
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"A Managerial Model of Competitive Behavior," Institute Paper No. 499, March, 1975 - co-author with T.E. Little). Total 0

"Competitive Interaction in a Regulated Market," Institute Paper No. 500, March, 1975 - co-author with T.E. Little). Total 0

"Logical Implications of Competitive Behavior: An Approach to Model Specification," Institute Paper No. 561, July, 1976 - co-author with Dominique M. Hanssens). Total 3

Ramaswamy, V	J MARKET	58	451994	
Gatignon, H	J MARKET R	26	44	1989
Gatignon, H	J MARKET R	21	387	1984

self-citation

Schultz, RL	BK# 07147	1	269	1978
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"An Innovation Process Perspective of Implementation," Institute Paper No. 601, April, 1977 - co-author with Dennis P. Slevin). Total 2

Hildebra., S	EUR J OPER	8	123	1981
Graham, RJ	OMEGA-INT J	7	61	1979

self-citation

Schultz, RL	BK# 11827	13	1	1979
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"A Study of Promotion and Price Elasticity," Institute Paper No. 657, March, 1978 (co-author with Wilfried R. Vanhonacker). Total 6

Carpente., GS	MARKET SCI	6	208	1988
Saunders, J	EUR J MKT	21	1	1987
Haefner, JE	JOURN Q	60	691	1983
Parsons, LJ	J MARKET R	18	107	1981
Farris, RW	J MARKET	44	17	1980
Farris, RW	J MARKET	43	112	1979

"Decision Rules for Advertising Budgeting and Media Allocation," Institute Paper No. 694, May, 1979 (co-author with Alain V. Bultez). Total 0

"The Impact of Advertising on the Aggregate Consumption Function," Institute Paper No. 695, May, 1979 (co-author with Leonard J. Parsons and Thomas L. Pilon). Total 1

Didow, NM	J MAREKT R	21	12	1984
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Other Citations

"Implementation operation", 1982 Total 1

Nutt, PC	TECHNOL FOR	25	91	1984
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"A Bibliography on the Implementation of Operations Research/Management Science, Institute for Reserach in the Behavioral Economic and Management Sciences, Krannert Graduate School of Management , Purdue University, August, 1978 (co-author with D. P. Slevin and M. D. Henry) Total 1

Hildebra., S	EUR J OPER	6	4	1981
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self-citation

Schultz, RL	J FORECAST	3	43	1984
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"70 Thesis Northwestern" Total 0

self-citation

Kotler, P	J BUSINESS	43	2371970	
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Institute Paper No. 601, Krannert Graduate School of Management, Purdue University, 1977 Total 1

Graham, RJ	OMEGA-INT J	7	61	1979
self-citation				
Schlutz, RL	BK# 07147	1	269	1978
October Joint National M ORSA, 1974 Total 0				
self-citation				
Schultz, RL	INTERFACES	5	26	1975
Institute Paper No. 420, Krannert Graduate School of Management, Purdue University, 1974 Total 0				
self-citation				
Schultz, RL	SIMUL GAM	5	363	1974
Institute Paper No. 445, Krannert Graduate School of Management, Purdue University, 1974 Total 0				
self-citation				
Schultz, RL	MARKET R	13	71	1976 N
43rd Nat M OP RES SO, 1973 Total 0				
self-citation				
Schultz, RL	BK# 07147	1	269	1978
Institute Paper No. 59, Graduate School of Pittsburgh University, 1973 Total 2				
Larreche, JC	BK# 11827	13	171	1979
Larreche, JC J	MARKET R	14	487	1977
Institute Paper No. 376, Krannert Graduate School of Management, Purdue University, 1973 Total 1				
Wolek, FW	INTERFACES	5	38	1975
"Marketing Education," 1972, 494 pp. Total 2				
Larreche, JC	BK #11827	13	171	1979
Aaker, DA	J MARKET	39	16	1975
Spring Conference, AM Marketing Association Co, 1972/ P SPR FALL CONF AMA Total 1				
Wierenga, B	MARKET SCI	18	1961999	

self-citation

Schultz, RL	EUR J MKT	7	18	1973
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Institute Paper No. 721 Graduate School of Pittsberg, 1972 Total 2

Aaker, DA	INTERFACES	3	17	1973
King, WR	OMEGA-INT J	4	9	1976 L

Paper. No. 607 University of Pittsburgh Working Paper 1985 Total 2

Phelps, R	J INFORM TECHNOL	14	39	1999
Amoakogy, K	INF MANAGEM	25	1	1993

Yearly Citations for Randall L. Schultz (not including self-citations)

Year	#
1970	1
1971	0
1972	2
1973	7

1974	9
1975	7
1976	16
1977	25
1978	23
1979	32
1980	26
1981	29
1982	24
1983	26
1984	26
1985	27
1986	17
1987	26
1988	24
1989	27
1990	17
1991	20
1992	20
1993	<u>22</u>