

Intellectual Contributions

The University of Vermont

zz-Savitt, Ronald (Professor)

Refereed Journal Articles

Journal Article, Academic Journal (Published)

zz-Gurdon, M. A., zz-Savitt, R. (2001). Exit/Voice Behaviors in the Czech Republic: A Longitudinal Study of Consumer Response to Market Dissatisfaction. *Competition and Change*, 4(1).

Journal Article, Academic Journal (Published)

zz-Gurdon, M. A., zz-Savitt, R., Pribova, M. (1999). Consumer Activism in the Czech Republic: the role of exit and voice in a changing economy. *The Journal of Socio-Economics*, 28(1), 3-19.

Journal Article, Academic Journal (Published)

Axinn, C. C., zz-Savitt, R., Sinkula, J., Thach, S. V. (1995). Export Intention, Beliefs and Behaviors in Smaller Industrial Firms. *Journal of Business Research*, 32(1), 49-55.
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Journal Article, Academic Journal (Published)

Axinn, C. C., zz-Savitt, R., Sinkula, J., Thach, S. V. (1995). Export Intention, Beliefs and Behaviors in Smaller Industrial Firms. *Journal of Business Research*, 32(1), 49-55.
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Books

Book, Scholarly-New (Published)

zz-Gurdon, M. A., zz-Savitt, R. (1993). In Savitt (Ed.), *Transformations East & West: The New Industrial Structures*. Burlington, Vermont: The University of Vermont School of Business Administration.

Book Chapters

Book, Chapter in Scholarly Book-New (Published)

zz-Gurdon, M. A., zz-Savitt, R., Pribova, M. (1999). *Consumer Activism in A Transforming Economy: International Dimensions of Customer Orientation*. in Contemporary Developments in Marketing/Editions ESKA, Paris, Scientific Committee of the Montpellier Graduate School of Management.

Conference Proceedings

Conference Proceeding (Published)

zz-Gurdon, M. A., zz-Savitt, R., Pribova, M. (1996). In J. Beracs; A. Bauer; J. Simon (Ed.), *Voice and Exit Behaviors in Economic Transformation: Preliminary Insights from the Czech Republic* (pp. 14-17). European Marketing Academy Conference Proceedings: Marketing for an Expanding Europe.

Other Intellectual Contributions

Published Book and Software Reviews (Published)

zz-Savitt, R. (2002). *Brand New: How Entrepreneurs Earned Consumers Trust from Wedgwood to Dell..* Journal of Macromarketing.

Refereed Journal Articles (Published)

zz-Savitt, R. (2002). *Rural Shoppers: Who Gets Their Apparel Dollars?.* Journal of Fashion and Marketing Management.

Refereed Journal Articles (Published)

zz-Savitt, R. (2002). In Journal of Macromarketing (Ed.), *Understanding Organizational Change in Central Europe.*

Refereed Journal Articles (Published)

zz-Savitt, R. (2001). *Understanding Marketing Development in the Czech Republic.* European Journal of Marketing.

Published Proceedings (Papers or Abstracts) (Published)

zz-Savitt, R. (2000). *Democratic Organization and Marketing Performance: Creating An Effective Customer Oriented Focus for Market-Oriented Firms in Croatia's Tourism Sector.* Proceedings CROMAR, Croatian Marketing Association.

Published Book and Software Reviews (Published)

zz-Savitt, R. (2000). *Philosophical Essay about a General Theory of Competition: Resources, Competences, Productivity, Economic Growth* (pp. Vol. 20, pp. 73-76.). Journal of Macromarketing.

Published Book and Software Reviews (Published)

zz-Savitt, R. (2000). *The Drive-In, The Supermarket and Transformation of Commercial Space in Los Angeles, 1919-1941* (pp. 113-118.). International Journal of Retail, Distribution, and Consumer Research.

Published Book and Software Reviews (Published)

zz-Savitt, R. (1999). *An Inquiry into the Nature and Causes of the Wealth of Nations, a Selected Edition* (pp. June). Journal of Macromarketing.

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zz-Savitt, R. (1999). *Evaluating Management Practices in the Czech Republic: Restructuring and Market Orientation* (pp. 4(3)). Journal of East European Management Studies.

Books, Chapters in Books, and Monographs (Published)

zz-Savitt, R. (1999). *Fernand Braudel on Historiography and Its Implications for Marketing History.* Journal of Macromarketing.

Papers Presented at Meetings (other than Pub. Proc.) (Published)

zz-Savitt, R. (1999). *Future Prospects for Retail Modernization: Changes in Central Europe.*

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zz-Savitt, R. (1999). *Innovation in American retailing, 1919-1939: improving inventory management* (pp. 9:3, pp. 307-320). The International Review of Retail, Distribution, and Consumer Research.

Papers Presented at Meetings (other than Pub. Proc.) (Published)

zz-Savitt, R. (1999). *Innovations in American Retailing: Management of Increasing Store Size and Market Expansion.*

Papers Presented at Meetings (other than Pub. Proc.) (Published)
zz-Savitt, R. (1999). *Internationalization of Retailing in Poland and Lithuania*.

Written Cases (Published)
zz-Savitt, R. (1999). JSC s. r. o..

Papers Presented at Meetings (other than Pub. Proc.) (Published)
zz-Savitt, R. (1999). *Market Orientation and Economic Transformation: Evidence from the Czech Republic*.

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zz-Savitt, R. (1999). In R. Batra (Ed.), *The Prospects of Becoming Market Oriented: Evidence from the Czech Republic*. Marketing in Transforming Economies.

Non-Refereed Journal Articles(e.g., Trade Journals) (Published)
zz-Savitt, R. (1999). *Viewpoint: This Thing I Call Europe* (pp. 15(6)). *International Marketing Review*.

Published Book and Software Reviews (Published)
zz-Savitt, R. (1999). *Worldly Goods: A New History of the Renaissance; by Lisa Jardine* (pp. 18(Fall)). *Journal of Macromarketing*.

Other (Published)
zz-Savitt, R. (1998). In John Benson and Gareth Shaw (Ed.), *A Historical Approach to Comparative Retailing*. The Retailing Industry.

Other (Published)
zz-Savitt, R. (1998). In John Benson and Gareth Shaw (Ed.), *Looking Back to See Ahead: Writing the History of American Retailing*. Tauris Industrial Histories: The Retailing Industry.

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zz-Savitt, R. (1998). *Store Patronage and Lifestyle Factors: Implications for Rural Grocery Retailers*. *International Journal of Retail and Distribution Management*.

Books, Chapters in Books, and Monographs (Published)
zz-Savitt, R. (1998). In Robert Lusch and Patrick Dunne, eds. (Ed.), *The Hardwick Business Community Working Together to Attract and Retain Customers*. Cases in Retailing, 2nd Edition.

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zz-Savitt, R. (1998). *Universities Working with Communities to Foster Entrepreneurship: A Case Study on Rural Vermont*. *Economic Development Review*.

Papers Presented at Meetings (other than Pub. Proc.) (Published)
zz-Savitt, R. (1997). *Evolving Management Practices in Transforming Economies: Restructuring and Marketing Orientation* (pp. 28-Feb). Research Seminar Series, Department of Business Studies, University of Edinburgh.

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zz-Savitt, R. (1997). *Issues and Prospects on Becoming Market Oriented in Central and Eastern Europe* (pp. July 1-4). Sixth Annual Conference on Marketing and Development.

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zz-Savitt, R. (1997). *Measuring the Effects of the Restructuring on Market Orientation in the Transforming Economies of Central and Eastern Europe* (pp. 14-Mar). Midwest Business Administration Association, 1997 Annual Meeting, Chicago.

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zz-Savitt, R. (1997). *Rural Outshopping Research and Economic Development* (pp. 12-Jan). American Collegiate Retailing Association Meeting, New York.

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zz-Savitt, R. (1997). *Universities Working With Communities to Foster Entrepreneurship: A Case Study on Rural Vermont* (pp. 10/31-11/2). Canadian Council for Small Business and Entrepreneurship.

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zz-Savitt, R. (1996). *Book Review: Development Macroeconomics*. Journal of Macromarketing.

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zz-Savitt, R. (1996). In B. Donnorummo and J. Palmer (Ed.), *Case Studies on East Europe's Economic Transformation*. Skala Trade.

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zz-Savitt, R. (1996). In originally printed in S. Peter (ed.) 1994 (Ed.), *Challenges to the Development of Marketing in Hungary*. Skala Trade.

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zz-Savitt, R. (1996). *Grocery Shopping Behavior in a Rural Community*. American Agricultural Economics Association Proceedings.

Non-Refereed Journal Articles(e.g., Trade Journals) (Published)

zz-Savitt, R. (1996). *Improving Retail Opportunities: A Report to the Hardwick Business Community*. EPIC Rural Marketing Program.

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zz-Savitt, R. (1996). *Lessons Learned: A Review of the EPIC Rural Marketing Program*. EPIC Rural Marketing Program.

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zz-Savitt, R. (1996). *Proceedings Abstract: Grocery Shopping Behavior in a Rural Community*. American Agricultural Economics Association.

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zz-Savitt, R. (1996). In A. Lewis, ed. (Ed.), *Transformation and Marketing Developments in Skala of Hungary*. Management in Transforming Economies.

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zz-Savitt, R. (1996). *Vermont Employment Index, Valuable in Forecasting Employment Trends: Predicts Decline for Next Quarter* (pp. Vol 24, No 4 16-18). Vermont Business Magazine.

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zz-Savitt, R. (1995). In Department of Economics and Faculty of Politology, Petrozavodsk State University (Ed.), *An American Business Perspective on Investment Opportunities in the Russian Economy* (pp. 18-May).

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zz-Savitt, R. (1995). *Attitudes of Czech Managers Towards Markets and Marketing* (pp. November). *International Marketing Review*.

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zz-Savitt, R. (1995). *Book Review: Russian Market Reform* (pp. Fall). *Journal of Macromarketing*.

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zz-Savitt, R. (1995). In R. Culpan and N. Kumar, Eds. (Ed.), *Critical Issues in Privatization: A Managerial Perspective*. *Critical Issues in Privatization: A Managerial Perspective*.

Papers Presented at Meetings (other than Pub. Proc.) (Published)

zz-Savitt, R. (1995). *Developing Marketing Plans for Redeveloping Small Rural Communities*. 8th International Conference on Research in the Distribution Trades, Milan, Italy.

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zz-Savitt, R. (1995). *Privatization and Marketing Development in Skala Trade of Hungary*. *Privatization & Entrepreneurship: The Challenges of Management in Central & Eastern Europe*.

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zz-Savitt, R. (1995). *The Marketing of Rural Communities: Application of Entrepreneurial Principles and Practices*. UIC/AMA Research Symposium on Marketing and Entrepreneurship.

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zz-Savitt, R. (1995). In Department of Economics, Petrozavodsk State University (Ed.), *The Uses of Microeconomic Analysis in the Development of Business Strategy* (pp. 29-May).

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zz-Savitt, R. (1994). *Book Review: The Rise and Fall of Mass Marketing* (pp. 4-Jul). *The International Review of Retail, Distribution and Consumer Research*.

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zz-Savitt, R. (1994). In Sandor Peter Ed. (Ed.), *Challenges to the Development of Marketing in Hungary*. *Business Research and Management Challenges: Papers and Cases From Central/Eastern Europe*.

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zz-Savitt, R. (1994). *Comment: The Evolution of Distribution Systems* (pp. 2-Nov). *International Marketing Review*.

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zz-Savitt, R. (1994). *Skala Trade*. *Case Studies of Business Adaptation in East Europe*.

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zz-Savitt, R. (1994). *Understanding Central and Eastern Europe: A Review of Recent Literature* (pp. Fall). *Journal of Macromarketing*.

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zz-Savitt, R. (1992). *Book Review: New and Improved: The Story of Mass Marketing in America*. International Review of Retail Distribution and Consumer Research.

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zz-Savitt, R. (1992). *Book Review: The Emergence of the Middle Class, Social Experiences in The American City*. Journal of Retailing.

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zz-Savitt, R. (1992). *Developing Marketing Structures in Economic Transformation: Insights from Central Europe* (pp. Sept. pp 228-230). Proceedings of the Northeast Business and Economics Association.

Published Proceedings (Papers or Abstracts) (Published)

zz-Savitt, R. (1992). *Developing Marketing Structures in Economic Transformation: Some Insights From Central and Eastern Europe* (pp. Sept.). Proceedings of the Northeast Business and Economics Association 1992.

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zz-Savitt, R. (1992). *Evolving Consumer Behavior in Economic Transformation: Some Insights from Hungary* (pp. May-June). Macromarketing XVII, Proceedings of the Macromarketing Seminar.

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zz-Savitt, R. (1992). *Privatization and the Consumer* (pp. Winter pg 125). New Hungarian Quarterly.

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zz-Savitt, R. (1992). In T. Fulwiler and A.W, Biddle, Eds. (Ed.), *The World of Business. A Community of Voices*.

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zz-Savitt, R. (1992). *Time Paths in the Diffusion of a Retail Innovation: E.A. Filene's Model Stock Plan* (pp. Volume X). Essays in Economic and Business History.

Papers Presented at Meetings (other than Pub. Proc.) (Published)

zz-Savitt, R., Sinkula, J. (1991). *Factors Influencing Export Intentions in Small Firms* (pp. Miami, FL). Association for International Business Annual Conference.

Papers Presented at Meetings (other than Pub. Proc.) (Published)

zz-Savitt, R. (1991). In S.C. Hollander and T.R, Nevitt, Eds. (Ed.), *Innovation and Progression in Retailing History* (pp. April, Abstract). Proceedings of the Fifth Conference on Historical Research in Marketing and Marketing Theo.

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zz-Savitt, R. (1990). In V.H. Kirpalani Ed. (Ed.), *International Influences Affecting Great Britain* (pp. August). International Business Handbook.

Refereed Journal Articles (Published)

zz-Savitt, R. (1990). *Pre-Aldersonian Antecedents to Macromarketing: Insights from the Textual Literature* (pp. Fall pp 293-302). Journal of Academy of Marketing Science.

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zz-Savitt, R. (1990). In A. Findlay, J.A., Dawson and R. Paddison, Eds. (Ed.), *Retail Change and Economic Development* (pp. July). Retailing Environments in Developing Countries.

Papers Presented at Meetings (other than Pub. Proc.) (Published)

zz-Savitt, R. (1990). In T. Garsmobke and D.J. Garsmobke Eds. (Ed.), *Some Observations About Market Orientation and the Growth of Small Entrepreneurial Firms* (pp. October, pp 225-231). 1990 Proceedings United States Association of Small Business and Entrepreneurship2.