

Eugene W Anderson

List of Publications by Year in descending order

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17
papers

18,494
citations

471509

17
h-index

888059

17
g-index

17
all docs

17
docs citations

17
times ranked

6498
citing authors

#	ARTICLE	IF	CITATIONS
1	The Antecedents and Consequences of Customer Satisfaction for Firms. <i>Marketing Science</i> , 1993, 12, 125-143.	4.1	3,271
2	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. <i>Journal of Marketing</i> , 1994, 58, 53.	11.3	2,684
3	The American Customer Satisfaction Index: Nature, Purpose, and Findings. <i>Journal of Marketing</i> , 1996, 60, 7.	11.3	2,395
4	The American Customer Satisfaction Index: Nature, Purpose, and Findings. <i>Journal of Marketing</i> , 1996, 60, 7-18.	11.3	2,237
5	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. <i>Journal of Marketing</i> , 1994, 58, 53-66.	11.3	1,486
6	Customer Satisfaction and Word of Mouth. <i>Journal of Service Research</i> , 1998, 1, 5-17.	12.2	1,484
7	Strengthening the Satisfaction-Profit Chain. <i>Journal of Service Research</i> , 2000, 3, 107-120.	12.2	1,085
8	Customer Satisfaction and Shareholder Value. <i>Journal of Marketing</i> , 2004, 68, 172-185.	11.3	987
9	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. <i>Marketing Science</i> , 1997, 16, 129-145.	4.1	983
10	Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework. <i>Journal of Consumer Research</i> , 1995, 21, 695.	5.1	426
11	Foundations of the American Customer Satisfaction Index. <i>Total Quality Management and Business Excellence</i> , 2000, 11, 869-882.	0.5	357
12	Dual Emphasis and the Long-Term Financial Impact of Customer Satisfaction. <i>Marketing Science</i> , 2005, 24, 544-555.	4.1	291
13	Customer satisfaction and price tolerance. <i>Marketing Letters</i> , 1996, 7, 265-274.	2.9	248
14	Cross-category variation in customer satisfaction and retention. <i>Marketing Letters</i> , 1994, 5, 19-30.	2.9	244
15	Understanding Firms' Customer Satisfaction Information Usage. <i>Journal of Marketing</i> , 2005, 69, 131-151.	11.3	186
16	The Formation of Market-Level Expectations and Its Covariates. <i>Journal of Consumer Research</i> , 2003, 30, 115-124.	5.1	94
17	A Disaggregate Negative Binomial Regression Procedure for Count Data Analysis. <i>Management Science</i> , 1994, 40, 405-417.	4.1	36