

# Eugene W Anderson

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

17  
papers

14,286  
citations

17  
h-index

17  
g-index

17  
ext. papers

15,741  
ext. citations

6.8  
avg, IF

6.45  
L-index

#	Paper	IF	Citations
17	Dual Emphasis and the Long-Term Financial Impact of Customer Satisfaction. <i>Marketing Science</i> , <b>2005</b> , 24, 544-555	3.6	240
16	Understanding Firms' Customer Satisfaction Information Usage. <i>Journal of Marketing</i> , <b>2005</b> , 69, 131-151	11	142
15	Customer Satisfaction and Shareholder Value. <i>Journal of Marketing</i> , <b>2004</b> , 68, 172-185	11	764
14	The Formation of Market-Level Expectations and Its Covariates. <i>Journal of Consumer Research</i> , <b>2003</b> , 30, 115-124	6.3	80
13	Foundations of the American Customer Satisfaction Index. <i>Total Quality Management and Business Excellence</i> , <b>2000</b> , 11, 869-882		270
12	Strengthening the Satisfaction-Profit Chain. <i>Journal of Service Research</i> , <b>2000</b> , 3, 107-120	6	892
11	Customer Satisfaction and Word of Mouth. <i>Journal of Service Research</i> , <b>1998</b> , 1, 5-17	6	1155
10	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. <i>Marketing Science</i> , <b>1997</b> , 16, 129-145	3.6	793
9	The American Customer Satisfaction Index: Nature, Purpose, and Findings. <i>Journal of Marketing</i> , <b>1996</b> , 60, 7	11	1796
8	The American Customer Satisfaction Index: Nature, Purpose, and Findings. <i>Journal of Marketing</i> , <b>1996</b> , 60, 7-18	11	1883
7	Customer satisfaction and price tolerance. <i>Marketing Letters</i> , <b>1996</b> , 7, 265-274	2.3	184
6	Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework. <i>Journal of Consumer Research</i> , <b>1995</b> , 21, 695	6.3	350
5	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. <i>Journal of Marketing</i> , <b>1994</b> , 58, 53-66	11	1219
4	Cross-category variation in customer satisfaction and retention. <i>Marketing Letters</i> , <b>1994</b> , 5, 19-30	2.3	203
3	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. <i>Journal of Marketing</i> , <b>1994</b> , 58, 53	11	1716
2	A Disaggregate Negative Binomial Regression Procedure for Count Data Analysis. <i>Management Science</i> , <b>1994</b> , 40, 405-417	3.9	26
1	The Antecedents and Consequences of Customer Satisfaction for Firms. <i>Marketing Science</i> , <b>1993</b> , 12, 125-143	3.6	2573

