

Tom J Brown

List of Publications by Citations

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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.

29 papers	8,193 citations	20 h-index	29 g-index
29 ext. papers	8,970 ext. citations	7.7 avg, IF	5.98 L-index

#	Paper	IF	Citations
29	The Company and the Product: Corporate Associations and Consumer Product Responses. <i>Journal of Marketing</i> , 1997 , 61, 68-84	11	2188
28	The Company and the Product: Corporate Associations and Consumer Product Responses. <i>Journal of Marketing</i> , 1997 , 61, 68	11	1289
27	The Customer Orientation of Service Workers: Personality Trait Effects on Self-and Supervisor Performance Ratings. <i>Journal of Marketing Research</i> , 2002 , 39, 110-119	5.2	720
26	Improving the measurement of service quality. <i>Journal of Retailing</i> , 1993 , 69, 127-139	6.5	717
25	Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. <i>Journal of the Academy of Marketing Science</i> , 2005 , 33, 123-138	12.4	609
24	Internal Benefits of Service-Worker Customer Orientation: Job Satisfaction, Commitment, and Organizational Citizenship Behaviors. <i>Journal of Marketing</i> , 2004 , 68, 128-146	11	574
23	Identity, intended image, construed image, and reputation: An interdisciplinary framework and suggested terminology. <i>Journal of the Academy of Marketing Science</i> , 2006 , 34, 99-106	12.4	494
22	Caution in the Use of Difference Scores in Consumer Research. <i>Journal of Consumer Research</i> , 1993 , 19, 655	6.3	399
21	Social versus psychological brand community: The role of psychological sense of brand community. <i>Journal of Business Research</i> , 2008 , 61, 284-291	8.7	242
20	How and When Does Customer Orientation Influence Frontline Employee Job Outcomes? A Meta-Analytic Evaluation. <i>Journal of Marketing</i> , 2012 , 76, 21-40	11	236
19	Re-examining salesperson goal orientations: Personality influencers, customer orientation, and work satisfaction. <i>Journal of the Academy of Marketing Science</i> , 2005 , 33, 19-35	12.4	136
18	Employee customer orientation in context: how the environment moderates the influence of customer orientation on performance outcomes. <i>Journal of Applied Psychology</i> , 2009 , 94, 1227-42	7.4	128
17	On the trait antecedents and outcomes of service worker job resourcefulness: A hierarchical model approach. <i>Journal of the Academy of Marketing Science</i> , 2003 , 31, 256-271	12.4	113
16	Linking cause-related marketing to sales force responses and performance in a direct selling context. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 271-277	12.4	63
15	A cross-lagged test of the association between customer satisfaction and employee job satisfaction in a relational context. <i>Journal of Applied Psychology</i> , 2016 , 101, 743-55	7.4	49
14	Corporate branding, identity, and customer response. <i>Journal of the Academy of Marketing Science</i> , 2006 , 34, 95-98	12.4	47
13	The Influence of Pre-encounter Affect on Satisfaction with an Anxiety-Provoking Service Encounter. <i>Journal of Service Research</i> , 1999 , 1, 333-346	6	37

12	Managing Impressions in the Face of Rising Stakeholder Pressures: Examining Oil Companies' Shifting Stances in the Climate Change Debate. <i>Journal of Business Ethics</i> , 2016 , 133, 567-582	4.3	26
11	Assessing the corporate brand: The Unique Corporate Association Valence (UCAV) approach. <i>Journal of Brand Management</i> , 2006 , 14, 5-19	3.3	24
10	Leadership Propensity and Sales Performance among Sales Personnel and Managers in a Specialty Retail Store Setting. <i>Journal of Personal Selling and Sales Management</i> , 2009 , 29, 43-59	3.4	22
9	Exploring the Role of Productivity Propensity in Frontline Employee Performance: Its Relationship with Customer Orientation and Important Outcomes. <i>Psychology and Marketing</i> , 2014 , 31, 171-183	3.9	15
8	Corporate image and reputation in B2B markets: Insights from CI/ARG 2008. <i>Industrial Marketing Management</i> , 2010 , 39, 709-711	6.9	15
7	Balancing between Legitimacy and Distinctiveness in Corporate Messaging: A Case Study in the Oil Industry. <i>Corporate Reputation Review</i> , 2011 , 14, 273-299	1	13
6	Part II: Where Do Reputations Come From?: Corporate Associations in Marketing and Consumer Research: A Review. <i>Corporate Reputation Review</i> , 1997 , 1, 34-38	1	12
5	Using norms to improve the interpretation of service quality measures. <i>Journal of Services Marketing</i> , 1997 , 11, 66-80	4	11
4	How does customer orientation influence authentic emotional display?. <i>Journal of Services Marketing</i> , 2016 , 30, 316-326	4	7
3	The effect of customer-initiated justice on customer-oriented behaviors. <i>Journal of Business Research</i> , 2017 , 71, 38-46	8.7	6
2	How Customer Requests Influence Frontline Employee Job Outcomes: The Role of Personal Appraisal Tendencies and Situational Customer Demandingness. <i>Journal of Retailing</i> , 2021 ,	6.5	1
1	Customer-focused voice and rule-breaking in the frontlines. <i>Journal of the Academy of Marketing Science</i> , 1	12.4	0