

# Tom J Brown

## List of Publications by Year in Descending Order

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This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.  
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	How Customer Requests Influence Frontline Employee Job Outcomes: The Role of Personal Appraisal Tendencies and Situational Customer Demandingness. <i>Journal of Retailing</i> , <b>2021</b> ,	6.5	1
28	The effect of customer-initiated justice on customer-oriented behaviors. <i>Journal of Business Research</i> , <b>2017</b> , 71, 38-46	8.7	6
27	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> , <b>2016</b> , 133, 567-582	4.3	26
26	How does customer orientation influence authentic emotional display?. <i>Journal of Services Marketing</i> , <b>2016</b> , 30, 316-326	4	7
25	A cross-lagged test of the association between customer satisfaction and employee job satisfaction in a relational context. <i>Journal of Applied Psychology</i> , <b>2016</b> , 101, 743-55	7.4	49
24	Exploring the Role of Productivity Propensity in Frontline Employee Performance: Its Relationship with Customer Orientation and Important Outcomes. <i>Psychology and Marketing</i> , <b>2014</b> , 31, 171-183	3.9	15
23	How and When Does Customer Orientation Influence Frontline Employee Job Outcomes? A Meta-Analytic Evaluation. <i>Journal of Marketing</i> , <b>2012</b> , 76, 21-40	11	236
22	Balancing between Legitimacy and Distinctiveness in Corporate Messaging: A Case Study in the Oil Industry. <i>Corporate Reputation Review</i> , <b>2011</b> , 14, 273-299	1	13
21	Corporate image and reputation in B2B markets: Insights from CI/ARG 2008. <i>Industrial Marketing Management</i> , <b>2010</b> , 39, 709-711	6.9	15
20	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> , <b>2009</b> , 29, 43-59	3.4	22
19	Employee customer orientation in context: how the environment moderates the influence of customer orientation on performance outcomes. <i>Journal of Applied Psychology</i> , <b>2009</b> , 94, 1227-42	7.4	128
18	Social versus psychological brand community: The role of psychological sense of brand community. <i>Journal of Business Research</i> , <b>2008</b> , 61, 284-291	8.7	242
17	Linking cause-related marketing to sales force responses and performance in a direct selling context. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 271-277	12.4	63
16	Assessing the corporate brand: The Unique Corporate Association Valence (UCAV) approach. <i>Journal of Brand Management</i> , <b>2006</b> , 14, 5-19	3.3	24
15	Corporate branding, identity, and customer response. <i>Journal of the Academy of Marketing Science</i> , <b>2006</b> , 34, 95-98	12.4	47
14	Identity, intended image, construed image, and reputation: An interdisciplinary framework and suggested terminology. <i>Journal of the Academy of Marketing Science</i> , <b>2006</b> , 34, 99-106	12.4	494
13	Re-examining salesperson goal orientations: Personality influencers, customer orientation, and work satisfaction. <i>Journal of the Academy of Marketing Science</i> , <b>2005</b> , 33, 19-35	12.4	136

12	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> , <b>2005</b> , 33, 123-138	12.4	609
11	Internal Benefits of Service-Worker Customer Orientation: Job Satisfaction, Commitment, and Organizational Citizenship Behaviors. <i>Journal of Marketing</i> , <b>2004</b> , 68, 128-146	11	574
10	On the trait antecedents and outcomes of service worker job resourcefulness: A hierarchical model approach. <i>Journal of the Academy of Marketing Science</i> , <b>2003</b> , 31, 256-271	12.4	113
9	The Customer Orientation of Service Workers: Personality Trait Effects on Self-and Supervisor Performance Ratings. <i>Journal of Marketing Research</i> , <b>2002</b> , 39, 110-119	5.2	720
8	The Influence of Preencounter Affect on Satisfaction with an Anxiety-Provoking Service Encounter. <i>Journal of Service Research</i> , <b>1999</b> , 1, 333-346	6	37
7	Part II: Where Do Reputations Come From?: Corporate Associations in Marketing and Consumer Research: A Review. <i>Corporate Reputation Review</i> , <b>1997</b> , 1, 34-38	1	12
6	Using norms to improve the interpretation of service quality measures. <i>Journal of Services Marketing</i> , <b>1997</b> , 11, 66-80	4	11
5	The Company and the Product: Corporate Associations and Consumer Product Responses. <i>Journal of Marketing</i> , <b>1997</b> , 61, 68	11	1289
4	The Company and the Product: Corporate Associations and Consumer Product Responses. <i>Journal of Marketing</i> , <b>1997</b> , 61, 68-84	11	2188
3	Improving the measurement of service quality. <i>Journal of Retailing</i> , <b>1993</b> , 69, 127-139	6.5	717
2	Caution in the Use of Difference Scores in Consumer Research. <i>Journal of Consumer Research</i> , <b>1993</b> , 19, 655	6.3	399
1	Customer-focused voice and rule-breaking in the frontlines. <i>Journal of the Academy of Marketing Science</i> , 1	12.4	0