

# Roland T Rust

## 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.

106 papers	15,677 citations	52 h-index	108 g-index
108 ext. papers	17,849 ext. citations	6 avg, IF	7.22 L-index

#	Paper	IF	Citations
106	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. <i>Journal of Marketing</i> , <b>2004</b> , 68, 109-127	11	1257
105	Customer satisfaction, customer retention, and market share. <i>Journal of Retailing</i> , <b>1993</b> , 69, 193-215	6.5	1193
104	Customer delight: Foundations, findings, and managerial insight. <i>Journal of Retailing</i> , <b>1997</b> , 73, 311-336	6.5	952
103	Return on Quality (ROQ): Making Service Quality Financially Accountable. <i>Journal of Marketing</i> , <b>1995</b> , 59, 58-70	11	830
102	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. <i>Marketing Science</i> , <b>1997</b> , 16, 129-145	3.6	793
101	Artificial Intelligence in Service. <i>Journal of Service Research</i> , <b>2018</b> , 21, 155-172	6	679
100	Return on Quality (ROQ): Making Service Quality Financially Accountable. <i>Journal of Marketing</i> , <b>1995</b> , 59, 58	11	648
99	Measuring Marketing Productivity: Current Knowledge and Future Directions. <i>Journal of Marketing</i> , <b>2004</b> , 68, 76-89	11	619
98	Service Quality: Insights and Managerial Implications from the Frontier1-20		474
97	Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?. <i>Journal of Marketing</i> , <b>2002</b> , 66, 7-24	11	451
96	Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing. <i>Journal of Marketing Research</i> , <b>2005</b> , 42, 431-442	5.2	426
95	Should we delight the customer?. <i>Journal of the Academy of Marketing Science</i> , <b>2000</b> , 28, 86-94	12.4	384
94	The Role of Marketing. <i>Journal of Marketing</i> , <b>1999</b> , 63, 180-197	11	382
93	The Path to Customer Centricity. <i>Journal of Service Research</i> , <b>2006</b> , 9, 113-124	6	328
92	The Customer Pyramid: Creating and Serving Profitable Customers. <i>California Management Review</i> , <b>2001</b> , 43, 118-142	13.2	304
91	Marketing Models of Service and Relationships. <i>Marketing Science</i> , <b>2006</b> , 25, 560-580	3.6	302
90	Agent-based modeling in marketing: Guidelines for rigor. <i>International Journal of Research in Marketing</i> , <b>2011</b> , 28, 181-193	5.5	278

89	The Role of Marketing. <i>Journal of Marketing</i> , <b>1999</b> , 63, 180	11	265
88	The Service Revolution and the Transformation of Marketing Science. <i>Marketing Science</i> , <b>2014</b> , 33, 206-226	3.6	261
87	What You Don't Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions. <i>Marketing Science</i> , <b>1999</b> , 18, 77-92	3.6	258
86	E-Service and the Consumer. <i>International Journal of Electronic Commerce</i> , <b>2001</b> , 5, 85-101	5.4	229
85	WILLINGNESS-TO-PAY FOR CRIME CONTROL PROGRAMS*. <i>Criminology</i> , <b>2004</b> , 42, 89-110	4.1	206
84	Why Improving Quality Doesn't Improve Quality (or Whatever Happened to Marketing?). <i>California Management Review</i> , <b>1993</b> , 35, 82-95	13.2	181
83	E-service. <i>Communications of the ACM</i> , <b>2003</b> , 46, 36-42	2.5	178
82	Customer Equity Management: Charting New Directions for the Future of Marketing. <i>Journal of Service Research</i> , <b>2002</b> , 5, 4-12	6	156
81	The Effect of Customer Satisfaction on Consumer Spending Growth. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 28-35	5.2	148
80	Brand Buzz in the Echoverse. <i>Journal of Marketing</i> , <b>2016</b> , 80, 1-24	11	145
79	The customer economics of internet privacy. <i>Journal of the Academy of Marketing Science</i> , <b>2002</b> , 30, 455-464	11.4	136
78	What academic research tells us about service. <i>Communications of the ACM</i> , <b>2006</b> , 49, 49-54	2.5	132
77	The satisfaction and retention of frontline employees. <i>Journal of Service Management</i> , <b>1996</b> , 7, 62-80		130
76	Optimizing the Marketing Interventions Mix in Intermediate-Term CRM. <i>Marketing Science</i> , <b>2005</b> , 24, 477-489	3.6	127
75	How Information Technology Strategy and Investments Influence Firm Performance: Conjecture and Empirical Evidence. <i>MIS Quarterly: Management Information Systems</i> , <b>2016</b> , 40, 223-245	5.3	124
74	Engaged to a Robot? The Role of AI in Service. <i>Journal of Service Research</i> , <b>2021</b> , 24, 30-41	6	117
73	Optimizing Service Productivity. <i>Journal of Marketing</i> , <b>2012</b> , 76, 47-66	11	110
72	The Death of Advertising. <i>Journal of Advertising</i> , <b>1994</b> , 23, 71-77	4.4	110

71	Sustainability and consumption. <i>Journal of the Academy of Marketing Science</i> , <b>2011</b> , 39, 40-54	12.4	108
70	Indirect Financial Benefits from Service Quality. <i>Quality Management Journal</i> , <b>1996</b> , 3, 63-75	2.3	107
69	A strategic framework for artificial intelligence in marketing. <i>Journal of the Academy of Marketing Science</i> , <b>2021</b> , 49, 30-50	12.4	103
68	Customer-centered brand management. <i>Harvard Business Review</i> , <b>2004</b> , 82, 110-8, 138		99
67	Technology-driven service strategy. <i>Journal of the Academy of Marketing Science</i> , <b>2017</b> , 45, 906-924	12.4	95
66	Seven Barriers to Customer Equity Management. <i>Journal of Service Research</i> , <b>2002</b> , 5, 77-85	6	92
65	Adaptive personalization using social networks. <i>Journal of the Academy of Marketing Science</i> , <b>2016</b> , 44, 66-87	12.4	83
64	Marketing Strategy and Wall Street: Nailing down Marketing's Impact. <i>Journal of Marketing</i> , <b>2009</b> , 73, 115-118	11	82
63	My Mobile Music: An Adaptive Personalization System for Digital Audio Players. <i>Marketing Science</i> , <b>2009</b> , 28, 52-68	3.6	81
62	Comparing covariance structure models: A general methodology. <i>International Journal of Research in Marketing</i> , <b>1995</b> , 12, 279-291	5.5	81
61	The future of marketing. <i>International Journal of Research in Marketing</i> , <b>2020</b> , 37, 15-26	5.5	72
60	A Bayesian Cross-Validated Likelihood Method for Comparing Alternative Specifications of Quantitative Models. <i>Marketing Science</i> , <b>1985</b> , 4, 20-40	3.6	69
59	IT-Related Service: A Multidisciplinary Perspective. <i>Journal of Service Research</i> , <b>2013</b> , 16, 251-258	6	68
58	An Audience Flow Model of Television Viewing Choice. <i>Marketing Science</i> , <b>1984</b> , 3, 113-124	3.6	68
57	How technology advances influence business research and marketing strategy. <i>Journal of Business Research</i> , <b>2006</b> , 59, 1072-1078	8.7	65
56	Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities, and Combinations of Criteria. <i>Management Science</i> , <b>1995</b> , 41, 322-333	3.9	56
55	Using service quality data for competitive marketing decisions. <i>Journal of Service Management</i> , <b>2000</b> , 11, 438-469		55
54	Rising from the ashes of advertising. <i>Journal of Business Research</i> , <b>1996</b> , 37, 173-181	8.7	51

53	Viewer Preference Segmentation and Viewing Choice Models for Network Television. <i>Journal of Advertising</i> , <b>1992</b> , 21, 1-18	4.4	49
52	Will the frog change into a prince? Predicting future customer profitability. <i>International Journal of Research in Marketing</i> , <b>2011</b> , 28, 281-294	5.5	48
51	Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain. <i>Journal of Marketing Research</i> , <b>2000</b> , 37, 102-112	5.2	47
50	Prevention, Crime Control or Cash? Public Preferences Towards Criminal Justice Spending Priorities. <i>Justice Quarterly</i> , <b>2006</b> , 23, 317-335	2.4	43
49	Scheduling Network Television Programs: A Heuristic Audience Flow Approach to Maximizing Audience Share. <i>Journal of Advertising</i> , <b>1989</b> , 18, 11-18	4.4	43
48	The Duplication of Viewing Law and Television Media Schedule Evaluation. <i>Journal of Marketing Research</i> , <b>1979</b> , 16, 333	5.2	43
47	Estimating Publication Bias in Meta-Analysis. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 220-226	5.2	41
46	The business value of e-government for small firms. <i>Journal of Service Management</i> , <b>2005</b> , 16, 385-407		38
45	NoteEstimating Geographic Customer Densities Using Kernel Density Estimation. <i>Marketing Science</i> , <b>1989</b> , 8, 191-203	3.6	36
44	The price of competitiveness in competitive pricing. <i>Journal of the Academy of Marketing Science</i> , <b>1997</b> , 25, 109-116	12.4	31
43	Determining the optimal return on investment for an advertising campaign. <i>European Journal of Operational Research</i> , <b>1996</b> , 95, 511-521	5.6	31
42	Estimating Publication Bias in Meta-Analysis. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 220	5.2	30
41	Mathematical models of service. <i>European Journal of Operational Research</i> , <b>1996</b> , 91, 427-439	5.6	29
40	The Mixed-Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules. <i>Journal of Marketing Research</i> , <b>1984</b> , 21, 89	5.2	29
39	Incorporating prior theory in covariance structure analysis: A bayesian approach. <i>Psychometrika</i> , <b>1989</b> , 54, 249-259	2.2	28
38	Capturing Geographically Localized Misspecification Error in Retail Store Choice Models. <i>Journal of Marketing Research</i> , <b>1995</b> , 32, 103-110	5.2	27
37	Return on Quality at Chase Manhattan Bank. <i>Interfaces</i> , <b>1999</b> , 29, 62-72	0.7	26
36	Modeling Fuzzy Data in Qualitative Marketing Research. <i>Journal of Marketing Research</i> , <b>2000</b> , 37, 480-489.2	9.2	23

35	Selecting network television advertising schedules. <i>Journal of Business Research</i> , <b>1985</b> , 13, 483-494	8.7	23
34	Flexible Regression. <i>Journal of Marketing Research</i> , <b>1988</b> , 25, 10-24	5.2	22
33	Video Dial Tone. <i>Journal of Services Marketing</i> , <b>1994</b> , 8, 5-16	4	18
32	Outside-in marketing: Why, when and how?. <i>Industrial Marketing Management</i> , <b>2020</b> , 89, 102-104	6.9	16
31	The duality of decisions and the case for impulsiveness metrics. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 468-479	12.4	15
30	Technology and Optimal Segment Size. <i>Marketing Letters</i> , <b>1998</b> , 9, 147-167	2.3	15
29	Comment: Is Advertising a Zombie?. <i>Journal of Advertising</i> , <b>2016</b> , 45, 346-347	4.4	14
28	Flexible Regression. <i>Journal of Marketing Research</i> , <b>1988</b> , 25, 10	5.2	13
27	Improving the Estimation Procedure for the Beta Binomial TV Exposure Model. <i>Journal of Marketing Research</i> , <b>1981</b> , 18, 442-448	5.2	12
26	A Framework for Collaborative Artificial Intelligence in Marketing. <i>Journal of Retailing</i> , <b>2021</b> ,	6.5	12
25	Quality mental model convergence and business performance. <i>International Journal of Research in Marketing</i> , <b>2016</b> , 33, 155-171	5.5	10
24	Return on Service Amenities. <i>Journal of Marketing Research</i> , <b>2017</b> , 54, 96-110	5.2	10
23	Network externalitiesNot cool?. <i>International Journal of Research in Marketing</i> , <b>2010</b> , 27, 18-19	5.5	10
22	A Programming and Positioning Strategy for Cable Television Networks. <i>Journal of Advertising</i> , <b>1988</b> , 17, 6-13	4.4	9
21	A Comparative Study of Television Duplication Models. <i>Journal of Advertising</i> , <b>1981</b> , 10, 42-46	4.4	9
20	Real-Time Brand Reputation Tracking Using Social Media. <i>Journal of Marketing</i> , <b>2021</b> , 85, 21-43	11	9
19	General estimators for the reliability of qualitative data. <i>Psychometrika</i> , <b>1995</b> , 60, 199-220	2.2	8
18	Complex systems: marketing's new frontier. <i>AMS Review</i> , <b>2018</b> , 8, 111-127	3	7

17	INTRODUCTION TO THE SPECIAL ISSUE ON SERVICE MARKETING AND SERVICE OPERATIONS. <i>Production and Operations Management</i> , <b>2009</b> , 8, 207-207	3.6	7
16	Customer equity: Making marketing strategy financially accountable. <i>Journal of Systems Science and Systems Engineering</i> , <b>2004</b> , 13, 405-422	1.2	7
15	From the Editor: The Maturation of Marketing as an Academic Discipline. <i>Journal of Marketing</i> , <b>2006</b> , 70, 1-2	11	6
14	Estimating the Duplicated Audience of Media Vehicles in National Advertising Schedules. <i>Journal of Advertising</i> , <b>1986</b> , 15, 30-37	4.4	4
13	Customer Equity. <i>Service Science: Research and Innovations in the Service Economy</i> , <b>2010</b> , 61-78	0.8	3
12	E-Service: The Revenue Expansion Path to E-Commerce Profitability. <i>Advances in Computers</i> , <b>2005</b> , 159-193	1.3	3
11	SSMEIt's not Forget About Customers and Revenue. <i>Service Science: Research and Innovations in the Service Economy</i> , <b>2008</b> , 31-34	0.8	3
10	Defeating feature fatigue. <i>Harvard Business Review</i> , <b>2006</b> , 84, 98-107, 165		3
9	Drivers of customer equity		2
8	Up close and personalized		2
7	Effectiveness of some simple pricing strategies under varying expectations of competitor behavior. <i>Marketing Letters</i> , <b>1993</b> , 4, 113-126	2.3	2
6	AI as customer. <i>Journal of Service Management</i> , <b>2022</b> , ahead-of-print,	7.4	2
5	The simple rules of a complex world: William Rand and Roland Rust. <i>European Journal of Marketing</i> , <b>2016</b> , 50, 658-660	4.4	1
4	The Availability and Quality of Television Viewing Data: A Response. <i>Journal of Advertising</i> , <b>1986</b> , 15, 64-65	4.4	1
3	Algorithmic Discrimination in Service. <i>SSRN Electronic Journal</i> ,	1	1
2	Media Exposure in Target Markets. <i>Journal of Current Issues and Research in Advertising</i> , <b>1993</b> , 15, 77-86	1.5	
1	The Unintended Consequences of Attitudinal Word-of-Mouth Drivers. <i>Review of Marketing Research</i> , <b>2021</b> , 263-276	0.3	