

Roland T Rust

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.

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	AI as customer. <i>Journal of Service Management</i> , 2022 , ahead-of-print,	7.4	2
105	Real-Time Brand Reputation Tracking Using Social Media. <i>Journal of Marketing</i> , 2021 , 85, 21-43	11	9
104	Engaged to a Robot? The Role of AI in Service. <i>Journal of Service Research</i> , 2021 , 24, 30-41	6	117
103	A strategic framework for artificial intelligence in marketing. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 30-50	12.4	103
102	A Framework for Collaborative Artificial Intelligence in Marketing. <i>Journal of Retailing</i> , 2021 ,	6.5	12
101	The Unintended Consequences of Attitudinal Word-of-Mouth Drivers. <i>Review of Marketing Research</i> , 2021 , 263-276	0.3	
100	Outside-in marketing: Why, when and how?. <i>Industrial Marketing Management</i> , 2020 , 89, 102-104	6.9	16
99	The future of marketing. <i>International Journal of Research in Marketing</i> , 2020 , 37, 15-26	5.5	72
98	Artificial Intelligence in Service. <i>Journal of Service Research</i> , 2018 , 21, 155-172	6	679
97	Complex systems: marketing's new frontier. <i>AMS Review</i> , 2018 , 8, 111-127	3	7
96	Return on Service Amenities. <i>Journal of Marketing Research</i> , 2017 , 54, 96-110	5.2	10
95	Technology-driven service strategy. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 906-924	12.4	95
94	Quality mental model convergence and business performance. <i>International Journal of Research in Marketing</i> , 2016 , 33, 155-171	5.5	10
93	Adaptive personalization using social networks. <i>Journal of the Academy of Marketing Science</i> , 2016 , 44, 66-87	12.4	83
92	The simple rules of a complex world: William Rand and Roland Rust. <i>European Journal of Marketing</i> , 2016 , 50, 658-660	4.4	1
91	Brand Buzz in the Echoverse. <i>Journal of Marketing</i> , 2016 , 80, 1-24	11	145
90	How Information Technology Strategy and Investments Influence Firm Performance: Conjecture and Empirical Evidence. <i>MIS Quarterly: Management Information Systems</i> , 2016 , 40, 223-245	5.3	124

89	Comment: Is Advertising a Zombie?. <i>Journal of Advertising</i> , 2016 , 45, 346-347	4.4	14
88	The Service Revolution and the Transformation of Marketing Science. <i>Marketing Science</i> , 2014 , 33, 206-226	3.6	261
87	IT-Related Service: A Multidisciplinary Perspective. <i>Journal of Service Research</i> , 2013 , 16, 251-258	6	68
86	The duality of decisions and the case for impulsiveness metrics. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 468-479	12.4	15
85	Optimizing Service Productivity. <i>Journal of Marketing</i> , 2012 , 76, 47-66	11	110
84	Agent-based modeling in marketing: Guidelines for rigor. <i>International Journal of Research in Marketing</i> , 2011 , 28, 181-193	5.5	278
83	Will the frog change into a prince? Predicting future customer profitability. <i>International Journal of Research in Marketing</i> , 2011 , 28, 281-294	5.5	48
82	Sustainability and consumption. <i>Journal of the Academy of Marketing Science</i> , 2011 , 39, 40-54	12.4	108
81	The Effect of Customer Satisfaction on Consumer Spending Growth. <i>Journal of Marketing Research</i> , 2010 , 47, 28-35	5.2	148
80	Network externalities—Not cool?. <i>International Journal of Research in Marketing</i> , 2010 , 27, 18-19	5.5	10
79	Customer Equity. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010 , 61-78	0.8	3
78	Marketing Strategy and Wall Street: Nailing down Marketing's Impact. <i>Journal of Marketing</i> , 2009 , 73, 115-118	11	82
77	Up close and personalized 2009 ,		2
76	INTRODUCTION TO THE SPECIAL ISSUE ON SERVICE MARKETING AND SERVICE OPERATIONS. <i>Production and Operations Management</i> , 2009 , 8, 207-207	3.6	7
75	My Mobile Music: An Adaptive Personalization System for Digital Audio Players. <i>Marketing Science</i> , 2009 , 28, 52-68	3.6	81
74	SSMEIt's not Forget About Customers and Revenue. <i>Service Science: Research and Innovations in the Service Economy</i> , 2008 , 31-34	0.8	3
73	Marketing Models of Service and Relationships. <i>Marketing Science</i> , 2006 , 25, 560-580	3.6	302
72	What academic research tells us about service. <i>Communications of the ACM</i> , 2006 , 49, 49-54	2.5	132

71	Prevention, Crime Control or Cash? Public Preferences Towards Criminal Justice Spending Priorities. <i>Justice Quarterly</i> , 2006 , 23, 317-335	2.4	43
70	The Path to Customer Centricity. <i>Journal of Service Research</i> , 2006 , 9, 113-124	6	328
69	How technology advances influence business research and marketing strategy. <i>Journal of Business Research</i> , 2006 , 59, 1072-1078	8.7	65
68	From the Editor: The Maturation of Marketing as an Academic Discipline. <i>Journal of Marketing</i> , 2006 , 70, 1-2	11	6
67	Defeating feature fatigue. <i>Harvard Business Review</i> , 2006 , 84, 98-107, 165		3
66	The business value of e-government for small firms. <i>Journal of Service Management</i> , 2005 , 16, 385-407		38
65	E-Service: The Revenue Expansion Path to E-Commerce Profitability. <i>Advances in Computers</i> , 2005 , 159-193		3
64	Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing. <i>Journal of Marketing Research</i> , 2005 , 42, 431-442	5.2	426
63	Optimizing the Marketing Interventions Mix in Intermediate-Term CRM. <i>Marketing Science</i> , 2005 , 24, 477-489	3.6	127
62	Measuring Marketing Productivity: Current Knowledge and Future Directions. <i>Journal of Marketing</i> , 2004 , 68, 76-89	11	619
61	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. <i>Journal of Marketing</i> , 2004 , 68, 109-127	11	1257
60	WILLINGNESS-TO-PAY FOR CRIME CONTROL PROGRAMS*. <i>Criminology</i> , 2004 , 42, 89-110	4.1	206
59	Customer equity: Making marketing strategy financially accountable. <i>Journal of Systems Science and Systems Engineering</i> , 2004 , 13, 405-422	1.2	7
58	Customer-centered brand management. <i>Harvard Business Review</i> , 2004 , 82, 110-8, 138		99
57	E-service. <i>Communications of the ACM</i> , 2003 , 46, 36-42	2.5	178
56	The customer economics of internet privacy. <i>Journal of the Academy of Marketing Science</i> , 2002 , 30, 455-464	11.4	136
55	Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?. <i>Journal of Marketing</i> , 2002 , 66, 7-24	11	451
54	Seven Barriers to Customer Equity Management. <i>Journal of Service Research</i> , 2002 , 5, 77-85	6	92

53	Customer Equity Management: Charting New Directions for the Future of Marketing. <i>Journal of Service Research</i> , 2002 , 5, 4-12	6	156
52	The Customer Pyramid: Creating and Serving Profitable Customers. <i>California Management Review</i> , 2001 , 43, 118-142	13.2	304
51	E-Service and the Consumer. <i>International Journal of Electronic Commerce</i> , 2001 , 5, 85-101	5.4	229
50	Using service quality data for competitive marketing decisions. <i>Journal of Service Management</i> , 2000 , 11, 438-469		55
49	Modeling Fuzzy Data in Qualitative Marketing Research. <i>Journal of Marketing Research</i> , 2000 , 37, 480-489	9.2	23
48	Should we delight the customer?. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 86-94	12.4	384
47	Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain. <i>Journal of Marketing Research</i> , 2000 , 37, 102-112	5.2	47
46	The Role of Marketing. <i>Journal of Marketing</i> , 1999 , 63, 180-197	11	382
45	The Role of Marketing. <i>Journal of Marketing</i> , 1999 , 63, 180	11	265
44	What You Don't Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions. <i>Marketing Science</i> , 1999 , 18, 77-92	3.6	258
43	Return on Quality at Chase Manhattan Bank. <i>Interfaces</i> , 1999 , 29, 62-72	0.7	26
42	Technology and Optimal Segment Size. <i>Marketing Letters</i> , 1998 , 9, 147-167	2.3	15
41	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. <i>Marketing Science</i> , 1997 , 16, 129-145	3.6	793
40	Customer delight: Foundations, findings, and managerial insight. <i>Journal of Retailing</i> , 1997 , 73, 311-336	6.5	952
39	The price of competitiveness in competitive pricing. <i>Journal of the Academy of Marketing Science</i> , 1997 , 25, 109-116	12.4	31
38	Rising from the ashes of advertising. <i>Journal of Business Research</i> , 1996 , 37, 173-181	8.7	51
37	The satisfaction and retention of frontline employees. <i>Journal of Service Management</i> , 1996 , 7, 62-80		130
36	Indirect Financial Benefits from Service Quality. <i>Quality Management Journal</i> , 1996 , 3, 63-75	2.3	107

35	Mathematical models of service. <i>European Journal of Operational Research</i> , 1996 , 91, 427-439	5.6	29
34	Determining the optimal return on investment for an advertising campaign. <i>European Journal of Operational Research</i> , 1996 , 95, 511-521	5.6	31
33	General estimators for the reliability of qualitative data. <i>Psychometrika</i> , 1995 , 60, 199-220	2.2	8
32	Return on Quality (ROQ): Making Service Quality Financially Accountable. <i>Journal of Marketing</i> , 1995 , 59, 58-70	11	830
31	Capturing Geographically Localized Misspecification Error in Retail Store Choice Models. <i>Journal of Marketing Research</i> , 1995 , 32, 103-110	5.2	27
30	Return on Quality (ROQ): Making Service Quality Financially Accountable. <i>Journal of Marketing</i> , 1995 , 59, 58	11	648
29	Comparing covariance structure models: A general methodology. <i>International Journal of Research in Marketing</i> , 1995 , 12, 279-291	5.5	81
28	Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities, and Combinations of Criteria. <i>Management Science</i> , 1995 , 41, 322-333	3.9	56
27	Video Dial Tone. <i>Journal of Services Marketing</i> , 1994 , 8, 5-16	4	18
26	The Death of Advertising. <i>Journal of Advertising</i> , 1994 , 23, 71-77	4.4	110
25	Customer satisfaction, customer retention, and market share. <i>Journal of Retailing</i> , 1993 , 69, 193-215	6.5	1193
24	Media Exposure in Target Markets. <i>Journal of Current Issues and Research in Advertising</i> , 1993 , 15, 77-86	1.5	
23	Why Improving Quality Doesn't Improve Quality (or Whatever Happened to Marketing?). <i>California Management Review</i> , 1993 , 35, 82-95	13.2	181
22	Effectiveness of some simple pricing strategies under varying expectations of competitor behavior. <i>Marketing Letters</i> , 1993 , 4, 113-126	2.3	2
21	Viewer Preference Segmentation and Viewing Choice Models for Network Television. <i>Journal of Advertising</i> , 1992 , 21, 1-18	4.4	49
20	Estimating Publication Bias in Meta-Analysis. <i>Journal of Marketing Research</i> , 1990 , 27, 220	5.2	30
19	Estimating Publication Bias in Meta-Analysis. <i>Journal of Marketing Research</i> , 1990 , 27, 220-226	5.2	41
18	Scheduling Network Television Programs: A Heuristic Audience Flow Approach to Maximizing Audience Share. <i>Journal of Advertising</i> , 1989 , 18, 11-18	4.4	43

17	Incorporating prior theory in covariance structure analysis: A bayesian approach. <i>Psychometrika</i> , 1989 , 54, 249-259	2.2	28
16	Estimating Geographic Customer Densities Using Kernel Density Estimation. <i>Marketing Science</i> , 1989 , 8, 191-203	3.6	36
15	A Programming and Positioning Strategy for Cable Television Networks. <i>Journal of Advertising</i> , 1988 , 17, 6-13	4.4	9
14	Flexible Regression. <i>Journal of Marketing Research</i> , 1988 , 25, 10	5.2	13
13	Flexible Regression. <i>Journal of Marketing Research</i> , 1988 , 25, 10-24	5.2	22
12	Estimating the Duplicated Audience of Media Vehicles in National Advertising Schedules. <i>Journal of Advertising</i> , 1986 , 15, 30-37	4.4	4
11	The Availability and Quality of Television Viewing Data: A Response. <i>Journal of Advertising</i> , 1986 , 15, 64-65	4.4	1
10	A Bayesian Cross-Validated Likelihood Method for Comparing Alternative Specifications of Quantitative Models. <i>Marketing Science</i> , 1985 , 4, 20-40	3.6	69
9	Selecting network television advertising schedules. <i>Journal of Business Research</i> , 1985 , 13, 483-494	8.7	23
8	The Mixed-Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules. <i>Journal of Marketing Research</i> , 1984 , 21, 89	5.2	29
7	An Audience Flow Model of Television Viewing Choice. <i>Marketing Science</i> , 1984 , 3, 113-124	3.6	68
6	Improving the Estimation Procedure for the Beta Binomial TV Exposure Model. <i>Journal of Marketing Research</i> , 1981 , 18, 442-448	5.2	12
5	A Comparative Study of Television Duplication Models. <i>Journal of Advertising</i> , 1981 , 10, 42-46	4.4	9
4	The Duplication of Viewing Law and Television Media Schedule Evaluation. <i>Journal of Marketing Research</i> , 1979 , 16, 333	5.2	43
3	Drivers of customer equity17-43		2
2	Algorithmic Discrimination in Service. <i>SSRN Electronic Journal</i> ,	1	1
1	Service Quality: Insights and Managerial Implications from the Frontier1-20		474