

Roland T Rust

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10870498/publications.pdf>

Version: 2024-02-01

106
papers

21,057
citations

28274

55
h-index

30922

102
g-index

108
all docs

108
docs citations

108
times ranked

8712
citing authors

#	ARTICLE	IF	CITATIONS
1	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. <i>Journal of Marketing</i> , 2004, 68, 109-127.	11.3	1,558
2	Customer satisfaction, customer retention, and market share. <i>Journal of Retailing</i> , 1993, 69, 193-215.	6.2	1,497
3	Artificial Intelligence in Service. <i>Journal of Service Research</i> , 2018, 21, 155-172.	12.2	1,362
4	Customer delight: Foundations, findings, and managerial insight. <i>Journal of Retailing</i> , 1997, 73, 311-336.	6.2	1,189
5	Return on Quality (ROQ): Making Service Quality Financially Accountable. <i>Journal of Marketing</i> , 1995, 59, 58-70.	11.3	1,047
6	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. <i>Marketing Science</i> , 1997, 16, 129-145.	4.1	983
7	Measuring Marketing Productivity: Current Knowledge and Future Directions. <i>Journal of Marketing</i> , 2004, 68, 76-89.	11.3	773
8	Service Quality: Insights and Managerial Implications from the Frontier. , 1994, , 1-20.		717
9	Return on Quality (ROQ): Making Service Quality Financially Accountable. <i>Journal of Marketing</i> , 1995, 59, 58.	11.3	671
10	Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing. <i>Journal of Marketing Research</i> , 2005, 42, 431-442.	4.8	542
11	Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?. <i>Journal of Marketing</i> , 2002, 66, 7-24.	11.3	532
12	The Role of Marketing. <i>Journal of Marketing</i> , 1999, 63, 180-197.	11.3	527
13	Should We Delight the Customer?. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 86-94.	11.2	493
14	The Path to Customer Centricity. <i>Journal of Service Research</i> , 2006, 9, 113-124.	12.2	419
15	Marketing Models of Service and Relationships. <i>Marketing Science</i> , 2006, 25, 560-580.	4.1	392
16	Agent-based modeling in marketing: Guidelines for rigor. <i>International Journal of Research in Marketing</i> , 2011, 28, 181-193.	4.2	383
17	The Customer Pyramid: Creating and Serving Profitable Customers. <i>California Management Review</i> , 2001, 43, 118-142.	6.3	371
18	The Service Revolution and the Transformation of Marketing Science. <i>Marketing Science</i> , 2014, 33, 206-221.	4.1	353

#	ARTICLE	IF	CITATIONS
19	Engaged to a Robot? The Role of AI in Service. <i>Journal of Service Research</i> , 2021, 24, 30-41.	12.2	353
20	A strategic framework for artificial intelligence in marketing. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 30-50.	11.2	338
21	The Role of Marketing. <i>Journal of Marketing</i> , 1999, 63, 180.	11.3	326
22	What You <i>Don't</i> Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions. <i>Marketing Science</i> , 1999, 18, 77-92.	4.1	319
23	E-Service and the Consumer. <i>International Journal of Electronic Commerce</i> , 2001, 5, 85-101.	3.0	310
24	WILLINGNESS-TO-PAY FOR CRIME CONTROL PROGRAMS*. <i>Criminology</i> , 2004, 42, 89-110.	3.3	270
25	E-service. <i>Communications of the ACM</i> , 2003, 46, 36-42.	4.5	246
26	Brand Buzz in the Echoverse. <i>Journal of Marketing</i> , 2016, 80, 1-24.	11.3	224
27	Why Improving Quality Doesn't Improve Quality (or Whatever Happened to Marketing?). <i>California Management Review</i> , 1993, 35, 82-95.	6.3	214
28	Customer Equity Management. <i>Journal of Service Research</i> , 2002, 5, 4-12.	12.2	204
29	The Effect of Customer Satisfaction on Consumer Spending Growth. <i>Journal of Marketing Research</i> , 2010, 47, 28-35.	4.8	193
30	How Information Technology Strategy and Investments Influence Firm Performance: Conjecture and Empirical Evidence. <i>MIS Quarterly: Management Information Systems</i> , 2016, 40, 223-245.	4.2	188
31	The Customer Economics of Internet Privacy. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 455-464.	11.2	179
32	The future of marketing. <i>International Journal of Research in Marketing</i> , 2020, 37, 15-26.	4.2	169
33	What academic research tells us about service. <i>Communications of the ACM</i> , 2006, 49, 49-54.	4.5	166
34	Technology-driven service strategy. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 906-924.	11.2	162
35	Sustainability and consumption. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 40-54.	11.2	152
36	The Death of Advertising. <i>Journal of Advertising</i> , 1994, 23, 71-77.	6.6	150

#	ARTICLE	IF	CITATIONS
37	The satisfaction and retention of frontline employees. <i>Journal of Service Management</i> , 1996, 7, 62-80.	2.0	150
38	Optimizing Service Productivity. <i>Journal of Marketing</i> , 2012, 76, 47-66.	11.3	149
39	Optimizing the Marketing Interventions Mix in Intermediate-Term CRM. <i>Marketing Science</i> , 2005, 24, 477-489.	4.1	143
40	Indirect Financial Benefits from Service Quality. <i>Quality Management Journal</i> , 1996, 3, 63-75.	1.4	127
41	Adaptive personalization using social networks. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 66-87.	11.2	127
42	Customer-centered brand management. <i>Harvard Business Review</i> , 2004, 82, 110-8, 138.	3.1	127
43	Seven Barriers to Customer Equity Management. <i>Journal of Service Research</i> , 2002, 5, 77-85.	12.2	124
44	My Mobile Music: An Adaptive Personalization System for Digital Audio Players. <i>Marketing Science</i> , 2009, 28, 52-68.	4.1	113
45	Marketing Strategy and Wall Street: Nailing down Marketing's Impact. <i>Journal of Marketing</i> , 2009, 73, 115-118.	11.3	111
46	A Framework for Collaborative Artificial Intelligence in Marketing. <i>Journal of Retailing</i> , 2022, 98, 209-223.	6.2	90
47	IT-Related Service. <i>Journal of Service Research</i> , 2013, 16, 251-258.	12.2	88
48	Comparing covariance structure models: A general methodology. <i>International Journal of Research in Marketing</i> , 1995, 12, 279-291.	4.2	87
49	A Bayesian Cross-Validated Likelihood Method for Comparing Alternative Specifications of Quantitative Models. <i>Marketing Science</i> , 1985, 4, 20-40.	4.1	84
50	An Audience Flow Model of Television Viewing Choice. <i>Marketing Science</i> , 1984, 3, 113-124.	4.1	81
51	How technology advances influence business research and marketing strategy. <i>Journal of Business Research</i> , 2006, 59, 1072-1078.	10.2	75
52	Using service quality data for competitive marketing decisions. <i>Journal of Service Management</i> , 2000, 11, 438-469.	2.0	67
53	Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities, and Combinations of Criteria. <i>Management Science</i> , 1995, 41, 322-333.	4.1	66
54	Rising from the ashes of advertising. <i>Journal of Business Research</i> , 1996, 37, 173-181.	10.2	63

#	ARTICLE	IF	CITATIONS
55	Will the frog change into a prince? Predicting future customer profitability. <i>International Journal of Research in Marketing</i> , 2011, 28, 281-294.	4.2	62
56	Prevention, Crime Control or Cash? Public Preferences Towards Criminal Justice Spending Priorities. <i>Justice Quarterly</i> , 2006, 23, 317-335.	1.9	61
57	Estimating Publication Bias in Meta-Analysis. <i>Journal of Marketing Research</i> , 1990, 27, 220-226.	4.8	60
58	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.	4.8	60
59	Viewer Preference Segmentation and Viewing Choice Models for Network Television. <i>Journal of Advertising</i> , 1992, 21, 1-18.	6.6	57
60	Real-Time Brand Reputation Tracking Using Social Media. <i>Journal of Marketing</i> , 2021, 85, 21-43.	11.3	53
61	Scheduling Network Television Programs: A Heuristic Audience Flow Approach to Maximizing Audience Share. <i>Journal of Advertising</i> , 1989, 18, 11-18.	6.6	52
62	The business value of e-government for small firms. <i>Journal of Service Management</i> , 2005, 16, 385-407.	2.0	51
63	Determining the optimal return on investment for an advertising campaign. <i>European Journal of Operational Research</i> , 1996, 95, 511-521.	5.7	49
64	The Duplication of Viewing Law and Television Media Schedule Evaluation. <i>Journal of Marketing Research</i> , 1979, 16, 333.	4.8	47
65	Estimating Geographic Customer Densities Using Kernel Density Estimation. <i>Marketing Science</i> , 1989, 8, 191-203.	4.1	45
66	The price of competitiveness in competitive pricing. <i>Journal of the Academy of Marketing Science</i> , 1997, 25, 109-116.	11.2	37
67	Mathematical models of service. <i>European Journal of Operational Research</i> , 1996, 91, 427-439.	5.7	36
68	The Mixed-Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules. <i>Journal of Marketing Research</i> , 1984, 21, 89.	4.8	35
69	Return on Quality at Chase Manhattan Bank. <i>Interfaces</i> , 1999, 29, 62-72.	1.5	34
70	Capturing Geographically Localized Misspecification Error in Retail Store Choice Models. <i>Journal of Marketing Research</i> , 1995, 32, 103-110.	4.8	32
71	Incorporating prior theory in covariance structure analysis: A bayesian approach. <i>Psychometrika</i> , 1989, 54, 249-259.	2.1	31
72	Estimating Publication Bias in Meta-Analysis. <i>Journal of Marketing Research</i> , 1990, 27, 220.	4.8	31

#	ARTICLE	IF	CITATIONS
73	Modeling Fuzzy Data in Qualitative Marketing Research. Journal of Marketing Research, 2000, 37, 480-489.	4.8	31
74	Video Dial Tone. Journal of Services Marketing, 1994, 8, 5-16.	3.0	28
75	Selecting network television advertising schedules. Journal of Business Research, 1985, 13, 483-494.	10.2	24
76	Flexible Regression. Journal of Marketing Research, 1988, 25, 10-24.	4.8	24
77	Technology and Optimal Segment Size. Marketing Letters, 1998, 9, 147-167.	2.9	23
78	The duality of decisions and the case for impulsiveness metrics. Journal of the Academy of Marketing Science, 2012, 40, 468-479.	11.2	20
79	Outside-in marketing: Why, when and how?. Industrial Marketing Management, 2020, 89, 102-104.	6.7	20
80	Improving the Estimation Procedure for the Beta Binomial TV Exposure Model. Journal of Marketing Research, 1981, 18, 442-448.	4.8	16
81	Comment: Is Advertising a Zombie?. Journal of Advertising, 2016, 45, 346-347.	6.6	15
82	Flexible Regression. Journal of Marketing Research, 1988, 25, 10.	4.8	14
83	Customer equity: Making marketing strategy financially accountable. Journal of Systems Science and Systems Engineering, 2004, 13, 405-422.	1.6	14
84	General estimators for the reliability of qualitative data. Psychometrika, 1995, 60, 199-220.	2.1	13
85	Quality mental model convergence and business performance. International Journal of Research in Marketing, 2016, 33, 155-171.	4.2	13
86	Network externalitiesâ€”Not cool?. International Journal of Research in Marketing, 2010, 27, 18-19.	4.2	12
87	Return on Service Amenities. Journal of Marketing Research, 2017, 54, 96-110.	4.8	11
88	AI as customer. Journal of Service Management, 2022, 33, 210-220.	7.2	11
89	A Programming and Positioning Strategy for Cable Television Networks. Journal of Advertising, 1988, 17, 6-13.	6.6	10
90	From the Editor: The Maturation of Marketing as an Academic Discipline. Journal of Marketing, 2006, 70, 1-2.	11.3	10

#	ARTICLE	IF	CITATIONS
91	A Comparative Study of Television Duplication Models. Journal of Advertising, 1981, 10, 42-46.	6.6	9
92	Complex systems: marketing's new frontier. AMS Review, 2018, 8, 111-127.	2.5	8
93	INTRODUCTION TO THE SPECIAL ISSUE ON SERVICE MARKETING AND SERVICE OPERATIONS. Production and Operations Management, 1999, 8, 207-207.	3.8	7
94	Estimating the Duplicated Audience of Media Vehicles in National Advertising Schedules. Journal of Advertising, 1986, 15, 30-37.	6.6	5
95	E-Service: The Revenue Expansion Path to E-Commerce Profitability. Advances in Computers, 2005, , 159-193.	1.6	4
96	SSME's let's not Forget About Customers and Revenue. Service Science: Research and Innovations in the Service Economy, 2008, , 31-34.	1.1	4
97	Algorithmic Discrimination in Service. SSRN Electronic Journal, 0, , .	0.4	4
98	Effectiveness of some simple pricing strategies under varying expectations of competitor behavior. Marketing Letters, 1993, 4, 113-126.	2.9	3
99	Customer Equity. Service Science: Research and Innovations in the Service Economy, 2010, , 61-78.	1.1	3
100	Defeating feature fatigue. Harvard Business Review, 2006, 84, 98-107, 165.	3.1	3
101	The Availability and Quality of Television Viewing Data: A Response. Journal of Advertising, 1986, 15, 64-65.	6.6	2
102	Up close and personalized. , 2009, , .		2
103	Drivers of customer equity. , 2015, , .		2
104	Media Exposure in Target Markets. Journal of Current Issues and Research in Advertising, 1993, 15, 77-86.	4.3	1
105	The simple rules of a complex world: William Rand and Roland Rust. European Journal of Marketing, 2016, 50, 658-660.	2.9	1
106	The Unintended Consequences of Attitudinal Word-of-Mouth Drivers. Review of Marketing Research, 2021, , 263-276.	0.2	0