

Roland T Rust

List of Publications by Year in descending order

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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	A Framework for Collaborative Artificial Intelligence in Marketing. <i>Journal of Retailing</i> , 2022, 98, 209-223.	6.2	90
2	AI as customer. <i>Journal of Service Management</i> , 2022, 33, 210-220.	7.2	11
3	Engaged to a Robot? The Role of AI in Service. <i>Journal of Service Research</i> , 2021, 24, 30-41.	12.2	353
4	A strategic framework for artificial intelligence in marketing. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 30-50.	11.2	338
5	Real-Time Brand Reputation Tracking Using Social Media. <i>Journal of Marketing</i> , 2021, 85, 21-43.	11.3	53
6	The Unintended Consequences of Attitudinal Word-of-Mouth Drivers. <i>Review of Marketing Research</i> , 2021, , 263-276.	0.2	0
7	The future of marketing. <i>International Journal of Research in Marketing</i> , 2020, 37, 15-26.	4.2	169
8	Outside-in marketing: Why, when and how?. <i>Industrial Marketing Management</i> , 2020, 89, 102-104.	6.7	20
9	Artificial Intelligence in Service. <i>Journal of Service Research</i> , 2018, 21, 155-172.	12.2	1,362
10	Complex systems: marketing's new frontier. <i>AMS Review</i> , 2018, 8, 111-127.	2.5	8
11	Return on Service Amenities. <i>Journal of Marketing Research</i> , 2017, 54, 96-110.	4.8	11
12	Technology-driven service strategy. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 906-924.	11.2	162
13	Comment: Is Advertising a Zombie?. <i>Journal of Advertising</i> , 2016, 45, 346-347.	6.6	15
14	The simple rules of a complex world: William Rand and Roland Rust. <i>European Journal of Marketing</i> , 2016, 50, 658-660.	2.9	1
15	Brand Buzz in the Echoverse. <i>Journal of Marketing</i> , 2016, 80, 1-24.	11.3	224
16	Quality mental model convergence and business performance. <i>International Journal of Research in Marketing</i> , 2016, 33, 155-171.	4.2	13
17	Adaptive personalization using social networks. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 66-87.	11.2	127
18	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

#	ARTICLE	IF	CITATIONS
19	Drivers of customer equity. , 2015, , .		2
20	The Service Revolution and the Transformation of Marketing Science. Marketing Science, 2014, 33, 206-221.	4.1	353
21	IT-Related Service. Journal of Service Research, 2013, 16, 251-258.	12.2	88
22	Optimizing Service Productivity. Journal of Marketing, 2012, 76, 47-66.	11.3	149
23	The duality of decisions and the case for impulsiveness metrics. Journal of the Academy of Marketing Science, 2012, 40, 468-479.	11.2	20
24	Agent-based modeling in marketing: Guidelines for rigor. International Journal of Research in Marketing, 2011, 28, 181-193.	4.2	383
25	Will the frog change into a prince? Predicting future customer profitability. International Journal of Research in Marketing, 2011, 28, 281-294.	4.2	62
26	Sustainability and consumption. Journal of the Academy of Marketing Science, 2011, 39, 40-54.	11.2	152
27	The Effect of Customer Satisfaction on Consumer Spending Growth. Journal of Marketing Research, 2010, 47, 28-35.	4.8	193
28	Network externalitiesâ€”Not cool?. International Journal of Research in Marketing, 2010, 27, 18-19.	4.2	12
29	Customer Equity. Service Science: Research and Innovations in the Service Economy, 2010, , 61-78.	1.1	3
30	Marketing Strategy and Wall Street: Nailing down Marketing's Impact. Journal of Marketing, 2009, 73, 115-118.	11.3	111
31	Up close and personalized. , 2009, , .		2
32	My Mobile Music: An Adaptive Personalization System for Digital Audio Players. Marketing Science, 2009, 28, 52-68.	4.1	113
33	SSMEâ€”let's not Forget About Customers and Revenue. Service Science: Research and Innovations in the Service Economy, 2008, , 31-34.	1.1	4
34	Prevention, Crime Control or Cash? Public Preferences Towards Criminal Justice Spending Priorities. Justice Quarterly, 2006, 23, 317-335.	1.9	61
35	The Path to Customer Centricity. Journal of Service Research, 2006, 9, 113-124.	12.2	419
36	How technology advances influence business research and marketing strategy. Journal of Business Research, 2006, 59, 1072-1078.	10.2	75

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37	From the Editor: The Maturation of Marketing as an Academic Discipline. Journal of Marketing, 2006, 70, 1-2.	11.3	10
38	Marketing Models of Service and Relationships. Marketing Science, 2006, 25, 560-580.	4.1	392
39	What academic research tells us about service. Communications of the ACM, 2006, 49, 49-54.	4.5	166
40	Defeating feature fatigue. Harvard Business Review, 2006, 84, 98-107, 165.	3.1	3
41	E-Service: The Revenue Expansion Path to E-Commerce Profitability. Advances in Computers, 2005, , 159-193.	1.6	4
42	Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing. Journal of Marketing Research, 2005, 42, 431-442.	4.8	542
43	Optimizing the Marketing Interventions Mix in Intermediate-Term CRM. Marketing Science, 2005, 24, 477-489.	4.1	143
44	The business value of e-government for small firms. Journal of Service Management, 2005, 16, 385-407.	2.0	51
45	Measuring Marketing Productivity: Current Knowledge and Future Directions. Journal of Marketing, 2004, 68, 76-89.	11.3	773
46	Return on Marketing: Using Customer Equity to Focus Marketing Strategy. Journal of Marketing, 2004, 68, 109-127.	11.3	1,558
47	WILLINGNESS-TO-PAY FOR CRIME CONTROL PROGRAMS*. Criminology, 2004, 42, 89-110.	3.3	270
48	Customer equity: Making marketing strategy financially accountable. Journal of Systems Science and Systems Engineering, 2004, 13, 405-422.	1.6	14
49	Customer-centered brand management. Harvard Business Review, 2004, 82, 110-8, 138.	3.1	127
50	E-service. Communications of the ACM, 2003, 46, 36-42.	4.5	246
51	Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?. Journal of Marketing, 2002, 66, 7-24.	11.3	532
52	Seven Barriers to Customer Equity Management. Journal of Service Research, 2002, 5, 77-85.	12.2	124
53	Customer Equity Management. Journal of Service Research, 2002, 5, 4-12.	12.2	204
54	The Customer Economics of Internet Privacy. Journal of the Academy of Marketing Science, 2002, 30, 455-464.	11.2	179

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55	The Customer Pyramid: Creating and Serving Profitable Customers. California Management Review, 2001, 43, 118-142.	6.3	371
56	E-Service and the Consumer. International Journal of Electronic Commerce, 2001, 5, 85-101.	3.0	310
57	Using service quality data for competitive marketing decisions. Journal of Service Management, 2000, 11, 438-469.	2.0	67
58	Modeling Fuzzy Data in Qualitative Marketing Research. Journal of Marketing Research, 2000, 37, 480-489.	4.8	31
59	Should We Delight the Customer?. Journal of the Academy of Marketing Science, 2000, 28, 86-94.	11.2	493
60	Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-Experiments in the United States and Spain. Journal of Marketing Research, 2000, 37, 102-112.	4.8	60
61	The Role of Marketing. Journal of Marketing, 1999, 63, 180-197.	11.3	527
62	The Role of Marketing. Journal of Marketing, 1999, 63, 180.	11.3	326
63	What You <i>Don't</i> Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions. Marketing Science, 1999, 18, 77-92.	4.1	319
64	Return on Quality at Chase Manhattan Bank. Interfaces, 1999, 29, 62-72.	1.5	34
65	INTRODUCTION TO THE SPECIAL ISSUE ON SERVICE MARKETING AND SERVICE OPERATIONS. Production and Operations Management, 1999, 8, 207-207.	3.8	7
66	Technology and Optimal Segment Size. Marketing Letters, 1998, 9, 147-167.	2.9	23
67	Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services. Marketing Science, 1997, 16, 129-145.	4.1	983
68	Customer delight: Foundations, findings, and managerial insight. Journal of Retailing, 1997, 73, 311-336.	6.2	1,189
69	The price of competitiveness in competitive pricing. Journal of the Academy of Marketing Science, 1997, 25, 109-116.	11.2	37
70	Rising from the ashes of advertising. Journal of Business Research, 1996, 37, 173-181.	10.2	63
71	The satisfaction and retention of frontline employees. Journal of Service Management, 1996, 7, 62-80.	2.0	150
72	Indirect Financial Benefits from Service Quality. Quality Management Journal, 1996, 3, 63-75.	1.4	127

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73	Mathematical models of service. European Journal of Operational Research, 1996, 91, 427-439.	5.7	36
74	Determining the optimal return on investment for an advertising campaign. European Journal of Operational Research, 1996, 95, 511-521.	5.7	49
75	Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities, and Combinations of Criteria. Management Science, 1995, 41, 322-333.	4.1	66
76	General estimators for the reliability of qualitative data. Psychometrika, 1995, 60, 199-220.	2.1	13
77	Return on Quality (ROQ): Making Service Quality Financially Accountable. Journal of Marketing, 1995, 59, 58-70.	11.3	1,047
78	Capturing Geographically Localized Misspecification Error in Retail Store Choice Models. Journal of Marketing Research, 1995, 32, 103-110.	4.8	32
79	Return on Quality (ROQ): Making Service Quality Financially Accountable. Journal of Marketing, 1995, 59, 58.	11.3	671
80	Comparing covariance structure models: A general methodology. International Journal of Research in Marketing, 1995, 12, 279-291.	4.2	87
81	Video Dial Tone. Journal of Services Marketing, 1994, 8, 5-16.	3.0	28
82	The Death of Advertising. Journal of Advertising, 1994, 23, 71-77.	6.6	150
83	Service Quality: Insights and Managerial Implications from the Frontier. , 1994, , 1-20.		717
84	Effectiveness of some simple pricing strategies under varying expectations of competitor behavior. Marketing Letters, 1993, 4, 113-126.	2.9	3
85	Customer satisfaction, customer retention, and market share. Journal of Retailing, 1993, 69, 193-215.	6.2	1,497
86	Media Exposure in Target Markets. Journal of Current Issues and Research in Advertising, 1993, 15, 77-86.	4.3	1
87	Why Improving Quality Doesn't Improve Quality (or Whatever Happened to Marketing?). California Management Review, 1993, 35, 82-95.	6.3	214
88	Viewer Preference Segmentation and Viewing Choice Models for Network Television. Journal of Advertising, 1992, 21, 1-18.	6.6	57
89	Estimating Publication Bias in Meta-Analysis. Journal of Marketing Research, 1990, 27, 220.	4.8	31
90	Estimating Publication Bias in Meta-Analysis. Journal of Marketing Research, 1990, 27, 220-226.	4.8	60

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91	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
92	Incorporating prior theory in covariance structure analysis: A bayesian approach. <i>Psychometrika</i> , 1989, 54, 249-259.	2.1	31
93	Estimating Geographic Customer Densities Using Kernel Density Estimation. <i>Marketing Science</i> , 1989, 8, 191-203.	4.1	45
94	A Programming and Positioning Strategy for Cable Television Networks. <i>Journal of Advertising</i> , 1988, 17, 6-13.	6.6	10
95	Flexible Regression. <i>Journal of Marketing Research</i> , 1988, 25, 10.	4.8	14
96	Flexible Regression. <i>Journal of Marketing Research</i> , 1988, 25, 10-24.	4.8	24
97	Estimating the Duplicated Audience of Media Vehicles in National Advertising Schedules. <i>Journal of Advertising</i> , 1986, 15, 30-37.	6.6	5
98	The Availability and Quality of Television Viewing Data: A Response. <i>Journal of Advertising</i> , 1986, 15, 64-65.	6.6	2
99	A Bayesian Cross-Validated Likelihood Method for Comparing Alternative Specifications of Quantitative Models. <i>Marketing Science</i> , 1985, 4, 20-40.	4.1	84
100	Selecting network television advertising schedules. <i>Journal of Business Research</i> , 1985, 13, 483-494.	10.2	24
101	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
102	An Audience Flow Model of Television Viewing Choice. <i>Marketing Science</i> , 1984, 3, 113-124.	4.1	81
103	Improving the Estimation Procedure for the Beta Binomial TV Exposure Model. <i>Journal of Marketing Research</i> , 1981, 18, 442-448.	4.8	16
104	A Comparative Study of Television Duplication Models. <i>Journal of Advertising</i> , 1981, 10, 42-46.	6.6	9
105	The Duplication of Viewing Law and Television Media Schedule Evaluation. <i>Journal of Marketing Research</i> , 1979, 16, 333.	4.8	47
106	Algorithmic Discrimination in Service. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4