

Ruth N Bolton

List of Publications by Year in descending order

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68
papers

19,853
citations

66343

42
h-index

114465

63
g-index

74
all docs

74
docs citations

74
times ranked

7793
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing a Global Retail Brand in Different Markets: Meta-Analyses of Customer Responses to Service Encounters. <i>Journal of Retailing</i> , 2022, 98, 294-314.	6.2	9
2	The Convergence of Sustainability and Marketing: Transforming Marketing to Respond to a New World. <i>Australasian Marketing Journal</i> , 2022, 30, 107-112.	5.4	32
3	Designing satisfying service encounters: website versus store touchpoints. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 85-107.	11.2	24
4	Member Retention and Donations in Nonprofit Service Organizations: The Balance Between Peer and Organizational Identification. <i>Journal of Service Research</i> , 2021, 24, 187-205.	12.2	10
5	How customer experience management reconciles strategy differences between East and West. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 273-295.	2.0	1
6	Commentary: future directions of the service discipline. <i>Journal of Services Marketing</i> , 2020, 34, 279-289.	3.0	28
7	First steps to creating high impact theory in marketing. <i>AMS Review</i> , 2020, 10, 172-178.	2.5	15
8	The Long View on the Responsibilities of Business and Marketers. <i>Journal of Macromarketing</i> , 2020, 40, 332-335.	2.6	3
9	Responsible Research in Retailing: Is Your Research Really Useful?. <i>Journal of Retailing</i> , 2019, 95, 3-8.	6.2	20
10	Service Timing: Designing and Executing Service in a Dynamic Environment. <i>Service Science: Research and Innovations in the Service Economy</i> , 2019, , 13-33.	1.1	3
11	Harnessing Digital Disruption With Marketing Simulations. <i>Journal of Marketing Education</i> , 2019, 41, 15-31.	2.4	25
12	Kollaborativer Konsum in der Sharing Economy – Motive, Aktivitäten und Ressourcen sowie Fähigkeiten von Akteuren. <i>Forum Dienstleistungsmanagement</i> , 2019, , 257-285.	1.2	0
13	Customer experience challenges: bringing together digital, physical and social realms. <i>Journal of Service Management</i> , 2018, 29, 776-808.	7.2	435
14	A triadic framework for collaborative consumption (CC): Motives, activities and resources & capabilities of actors. <i>Journal of Business Research</i> , 2017, 79, 219-227.	10.2	396
15	Ruth N. Bolton: Autobiographical reflections. <i>Journal of Historical Research in Marketing</i> , 2017, 9, 244-263.	0.4	4
16	Risk considerations in the management of customer equity. , 2015, , .		1
17	Small details that make big differences. <i>Journal of Service Management</i> , 2014, 25, 253-274.	7.2	208
18	Relationship Characteristics and Cash Flow Variability. <i>Journal of Service Research</i> , 2013, 16, 121-137.	12.2	24

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19	Understanding Generation Y and their use of social media: a review and research agenda. Journal of Service Management, 2013, 24, 245-267.	7.2	795
20	Decoding Customerâ€™Firm Relationships: How Attachment Styles Help Explain Customers' Preferences for Closeness, Repurchase Intentions, and Changes in Relationship Breadth. Journal of Marketing Research, 2013, 50, 125-142.	4.8	150
21	Why Attachment Security Matters. Journal of Service Research, 2011, 14, 285-301.	12.2	109
22	Balancing Risk and Return in a Customer Portfolio. Journal of Marketing, 2011, 75, 1-17.	11.3	72
23	To JM on Its 75th Anniversary. Journal of Marketing, 2011, 75, 129-131.	11.3	10
24	Opportunities for Innovation in the Delivery of Interactive Retail Services. Journal of Interactive Marketing, 2010, 24, 155-167.	6.2	109
25	A Cross-National and Cross-Cultural Approach to Global Market Segmentation: An Application Using Consumersâ€™ Perceived Service Quality. Journal of International Marketing, 2010, 18, 18-40.	4.4	88
26	Customer-to-Customer Interactions: Broadening the Scope of Word of Mouth Research. Journal of Service Research, 2010, 13, 267-282.	12.2	462
27	Recent Trends and Emerging Practices in Retailer Pricing. , 2010, , 301-318.		21
28	Interactive Services: A Framework, Synthesis and Research Directions. Journal of Interactive Marketing, 2009, 23, 91-104.	6.2	312
29	Expanding Business-to-Business Customer Relationships: Modeling the Customer's Upgrade Decision. Journal of Marketing, 2008, 72, 46-64.	11.3	65
30	Expanding Business-to-Business Customer Relationships: Modeling the Customer's Upgrade Decision. Journal of Marketing, 2008, 72, 46-64.	11.3	204
31	Managing Customer Relationships. Review of Marketing Research, 2007, , 3-38.	0.2	40
32	Six strategies for competing through service: An agenda for future research. Journal of Retailing, 2007, 83, 1-4.	6.2	100
33	Invited Commentaryâ€™The Implications of â€œBig Mâ€™Marketing for Modeling Service and Relationships. Marketing Science, 2006, 25, 584-586.	4.1	5
34	The Effect of Group Interactions on Satisfaction Judgments: Satisfaction Escalation. Marketing Science, 2006, 25, 301-321.	4.1	35
35	Forward-Looking Focus. Journal of Service Research, 2006, 9, 168-183.	12.2	131
36	The Effect of Service Experiences over Time on a Supplierâ€™s Retention of Business Customers. Management Science, 2006, 52, 1811-1823.	4.1	124

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37	Recent Trends and Emerging Practices in Retailer Pricing. , 2006, , 255-269.		7
38	Linking Marketing to Financial Performance and Firm Value. Journal of Marketing, 2004, 68, 73-75.	11.3	490
39	Invited Commentaries on "Evolving to a New Dominant Logic for Marketing" Journal of Marketing, 2004, 68, 18-27.	11.3	294
40	An Empirical Analysis of Determinants of Retailer Pricing Strategy. Marketing Science, 2004, 23, 28-49.	4.1	194
41	The Theoretical Underpinnings of Customer Asset Management: A Framework and Propositions for Future Research. Journal of the Academy of Marketing Science, 2004, 32, 271-292.	11.2	529
42	An empirically derived taxonomy of retailer pricing and promotion strategies. Journal of Retailing, 2003, 79, 213-224.	6.2	106
43	Marketing challenges of e-services. Communications of the ACM, 2003, 46, 43-44.	4.5	6
44	Price-Based Global Market Segmentation for Services. Journal of Marketing, 2003, 67, 108-128.	11.3	136
45	The Effect of Customers' Emotional Responses to Service Failures on Their Recovery Effort Evaluations and Satisfaction Judgments. Journal of the Academy of Marketing Science, 2002, 30, 5-23.	11.2	604
46	Marketing Actions and the Value of Customer Assets. Journal of Service Research, 2002, 5, 39-54.	12.2	204
47	Implications of Loyalty Program Membership and Service Experiences for Customer Retention and Value. Journal of the Academy of Marketing Science, 2000, 28, 95-108.	11.2	806
48	Relationship Marketing in Mass Markets. , 2000, , 327-354.		57
49	A Dynamic Model of Customers' Usage of Services: Usage as an Antecedent and Consequence of Satisfaction. Journal of Marketing Research, 1999, 36, 171-186.	4.8	680
50	A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery. Journal of Marketing Research, 1999, 36, 356-372.	4.8	1,511
51	A Dynamic Model of Customers' Usage of Services: Usage as an Antecedent and Consequence of Satisfaction. Journal of Marketing Research, 1999, 36, 171.	4.8	690
52	A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery. Journal of Marketing Research, 1999, 36, 356.	4.8	1,264
53	A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction. Marketing Science, 1998, 17, 45-65.	4.1	1,473
54	An Experimental Investigation of Customer Reactions to Service Failure and Recovery Encounters. Journal of Service Research, 1998, 1, 65-81.	12.2	665

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55	Factors influencing customers' assessments of service quality and their invocation of a service warranty. <i>Advances in Services Marketing and Management</i> , 1995, , 195-210.	0.3	9
56	Linking customer intelligence to service operations: Exploiting the connection at GTE. <i>Advances in Services Marketing and Management</i> , 1995, , 119-140.	0.3	0
57	Pretesting Questionnaires: Content Analyses of Respondents' Concurrent Verbal Protocols. <i>Marketing Science</i> , 1993, 12, 280-303.	4.1	98
58	Mitigating the effect of service encounters. <i>Marketing Letters</i> , 1992, 3, 57-70.	2.9	93
59	A Longitudinal Analysis of the Impact of Service Changes on Customer Attitudes. <i>Journal of Marketing</i> , 1991, 55, 1-9.	11.3	1,427
60	A Multistage Model of Customers' Assessments of Service Quality and Value. <i>Journal of Consumer Research</i> , 1991, 17, 375.	5.1	2,265
61	Quantitative analyses of depth interviews. <i>Psychology and Marketing</i> , 1991, 8, 275-297.	8.2	7
62	A Longitudinal Analysis of the Impact of Service Changes on Customer Attitudes. <i>Journal of Marketing</i> , 1991, 55, 1.	11.3	730
63	Sales response modeling: Gains in efficiency from system estimation. <i>Journal of Business Research</i> , 1989, 18, 107-125.	10.2	6
64	The Relationship Between Market Characteristics and Promotional Price Elasticities. <i>Marketing Science</i> , 1989, 8, 153-169.	4.1	205
65	Implications of Market Structure for Elasticity Structure. <i>Journal of Marketing Research</i> , 1988, 25, 229.	4.8	29
66	Implications of Market Structure for Elasticity Structure. <i>Journal of Marketing Research</i> , 1988, 25, 229-241.	4.8	46
67	Searching for Positive Returns at the Track: A Multinomial Logit Model for Handicapping Horse Races. <i>Management Science</i> , 1986, 32, 1040-1060.	4.1	70
68	Linking Customer Satisfaction to Service Operations and Outcomes. , 0, , 173-200.		117