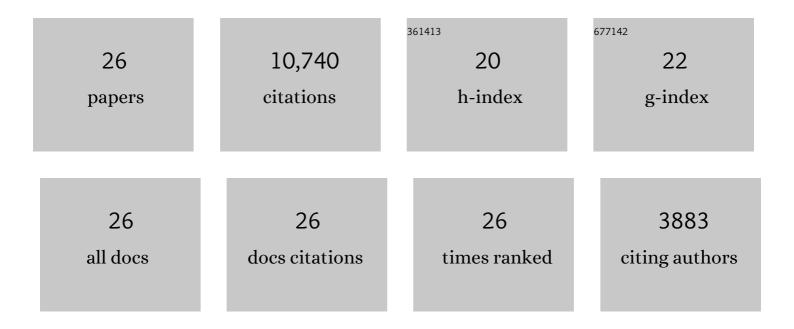
Erin Anderson

List of Publications by Year in descending order

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| # | Article | IF | CITATIONS |
|----|--|------|-----------|
| 1 | The Use of Pledges to Build and Sustain Commitment in Distribution Channels. Journal of Marketing Research, 1992, 29, 18-34. | 4.8 | 1,912 |
| 2 | Modes of Foreign Entry: A Transaction Cost Analysis and Propositions. Journal of International Business Studies, 1986, 17, 1-26. | 7.3 | 1,894 |
| 3 | Determinants of Continuity in Conventional Industrial Channel Dyads. Marketing Science, 1989, 8, 310-323. | 4.1 | 1,803 |
| 4 | The Use of Pledges to Build and Sustain Commitment in Distribution Channels. Journal of Marketing Research, 1992, 29, 18. | 4.8 | 1,779 |
| 5 | The Salesperson as Outside Agent or Employee: A Transaction Cost Analysis. Marketing Science, 1985, 4, 234-254. | 4.1 | 670 |
| 6 | Safeguarding Interorganizational Performance and Continuity Under Ex Post Opportunism. Management Science, 2003, 49, 1684-1701. | 4.1 | 542 |
| 7 | Integration of the Sales Force: An Empirical Examination. RAND Journal of Economics, 1984, 15, 385. | 2.3 | 475 |
| 8 | Buyer-Supplier Relations in Industrial Markets: When Do Buyers Risk Making Idiosyncratic Investments?. Organization Science, 1999, 10, 460-481. | 4.5 | 279 |
| 9 | Testing a Life-Cycle Theory of Cooperative Interorganizational Relationships: Movement Across Stages and Performance. Management Science, 2007, 53, 260-275. | 4.1 | 258 |
| 10 | Transaction costs as determinants of opportunism in integrated and independent sales forces. Journal of Economic Behavior and Organization, 1988, 9, 247-264. | 2.0 | 239 |
| 11 | Converting from Independent to Employee Salesforces: The Role of Perceived Switching Costs. Journal of Marketing Research, 1992, 29, 101-115. | 4.8 | 164 |
| 12 | From Security to Mobility: Generalized Investments in Human Capital and Agent Commitment. Organization Science, 2000, 11, 1-20. | 4.5 | 154 |
| 13 | Performance in Principal-Agent Dyads: The Causes and Consequences of Perceived Asymmetry of Commitment to the Relationship. Management Science, 1997, 43, 680-704. | 4.1 | 111 |
| 14 | How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels. Journal of Marketing Research, 2005, 42, 507-515. | 4.8 | 107 |
| 15 | Patterns of Credible Commitments: Territory and Brand Selectivity in Industrial Distribution Channels. Journal of Marketing, 1997, 61, 19. | 11.3 | 86 |
| 16 | Strategic Implications of Darwinian Economics for Selling Efficiency and Choice of Integrated or Independent Sales Forces. Management Science, 1988, 34, 599-618. | 4.1 | 83 |
| 17 | Can Inaccurate Perceptions in Business-to-Business (B2B) Relationships Be Beneficial?. Marketing Science, 2008, 27, 205-224. | 4.1 | 35 |
| 18 | The Salesperson as Outside Agent or Employee: A Transaction Cost Analysis. Marketing Science, 2008, 27. 70-84. | 4.1 | 29 |

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| # | Article | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Should you set up your own sales force or should you outsource it? Pitfalls in the standard analysis. Business Horizons, 2005, 48, 23-36. | 5.2 | 28 |
| 20 | Commitment and Its Consequences in the American Agency System of Selling Insurance. Journal of Risk and Insurance, 1998, 65, 637. | 1.6 | 27 |
| 21 | Firms and the Creation of New Markets. , 2005, , 401-431. | | 18 |
| 22 | Transaction Cost Analysis and Marketing. , 1996, , 65-83. | | 15 |
| 23 | The Antecedents of Double Compensation in Concurrent Channel Systems in Business-To-Business Markets. Journal of Personal Selling and Sales Management, 2008, 28, 133-144. | 2.8 | 12 |
| 24 | Firms and the Creation of New Markets. , 2008, , 401-431. | | 12 |
| 25 | Safeguarding Interorganizational Performance and Continuity Under Ex Post Opportunism. SSRN Electronic Journal, 2003, , . | 0.4 | 8 |
| 26 | Is There a Payoff to Perceptual Accuracy?. SSRN Electronic Journal, 0, , . | 0.4 | 0 |