

Erin Anderson

List of Publications by Year in descending order

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Version: 2024-02-01

26
papers

10,740
citations

361413

20
h-index

677142

22
g-index

26
all docs

26
docs citations

26
times ranked

3883
citing authors

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

#	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