

# Erin Anderson

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11768132/publications.pdf>

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 Antecedents of Double Compensation in Concurrent Channel Systems in Business-To-Business Markets. <i>Journal of Personal Selling and Sales Management</i> , 2008, 28, 133-144.	2.8	12
2	The Salesperson as Outside Agent or Employee: A Transaction Cost Analysis. <i>Marketing Science</i> , 2008, 27, 70-84.	4.1	29
3	Can Inaccurate Perceptions in Business-to-Business (B2B) Relationships Be Beneficial?. <i>Marketing Science</i> , 2008, 27, 205-224.	4.1	35
4	Firms and the Creation of New Markets. , 2008, , 401-431.		12
5	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
6	Firms and the Creation of New Markets. , 2005, , 401-431.		18
7	How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels. <i>Journal of Marketing Research</i> , 2005, 42, 507-515.	4.8	107
8	Should you set up your own sales force or should you outsource it? Pitfalls in the standard analysis. <i>Business Horizons</i> , 2005, 48, 23-36.	5.2	28
9	Safeguarding Interorganizational Performance and Continuity Under Ex Post Opportunism. <i>Management Science</i> , 2003, 49, 1684-1701.	4.1	542
10	Safeguarding Interorganizational Performance and Continuity Under Ex Post Opportunism. <i>SSRN Electronic Journal</i> , 2003, , .	0.4	8
11	From Security to Mobility: Generalized Investments in Human Capital and Agent Commitment. <i>Organization Science</i> , 2000, 11, 1-20.	4.5	154
12	Buyer-Supplier Relations in Industrial Markets: When Do Buyers Risk Making Idiosyncratic Investments?. <i>Organization Science</i> , 1999, 10, 460-481.	4.5	279
13	Commitment and Its Consequences in the American Agency System of Selling Insurance. <i>Journal of Risk and Insurance</i> , 1998, 65, 637.	1.6	27
14	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
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	Transaction Cost Analysis and Marketing. , 1996, , 65-83.		15
17	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
18	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

#	ARTICLE	IF	CITATIONS
19	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
20	Determinants of Continuity in Conventional Industrial Channel Dyads. <i>Marketing Science</i> , 1989, 8, 310-323.	4.1	1,803
21	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
22	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
23	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
24	The Salesperson as Outside Agent or Employee: A Transaction Cost Analysis. <i>Marketing Science</i> , 1985, 4, 234-254.	4.1	670
25	Integration of the Sales Force: An Empirical Examination. <i>RAND Journal of Economics</i> , 1984, 15, 385.	2.3	475
26	Is There a Payoff to Perceptual Accuracy?. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0