

# Bruce Cooil

## List of Publications by Year in descending order

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Version: 2024-02-01

56  
papers

6,138  
citations

201674

27  
h-index

189892

50  
g-index

56  
all docs

56  
docs citations

56  
times ranked

3854  
citing authors

#	ARTICLE	IF	CITATIONS
1	Identification of Patients at Increased Risk of First Unheralded Acute Myocardial Infarction by Electron-Beam Computed Tomography. <i>Circulation</i> , 2000, 101, 850-855.	1.6	802
2	Coronary artery disease: improved reproducibility of calcium scoring with an electron-beam CT volumetric method.. <i>Radiology</i> , 1998, 208, 807-814.	7.3	714
3	Effect of HMG-CoA Reductase Inhibitors on Coronary Artery Disease as Assessed by Electron-Beam Computed Tomography. <i>New England Journal of Medicine</i> , 1998, 339, 1972-1978.	27.0	666
4	Reliability Measures for Qualitative Data: Theory and Implications. <i>Journal of Marketing Research</i> , 1994, 31, 1-14.	4.8	627
5	Reliability Measures for Qualitative Data: Theory and Implications. <i>Journal of Marketing Research</i> , 1994, 31, 1.	4.8	420
6	A Longitudinal Analysis of Customer Satisfaction and Share of Wallet: Investigating the Moderating Effect of Customer Characteristics. <i>Journal of Marketing</i> , 2007, 71, 67-83.	11.3	380
7	A Longitudinal Analysis of Customer Satisfaction and Share of Wallet: Investigating the Moderating Effect of Customer Characteristics. <i>Journal of Marketing</i> , 2007, 71, 67-83.	11.3	296
8	The value of different customer satisfaction and loyalty metrics in predicting customer retention, recommendation, and share of wallet. <i>Managing Service Quality</i> , 2007, 17, 361-384.	2.4	250
9	Use of electron beam tomography data to develop models for prediction of hard coronary events. <i>American Heart Journal</i> , 2001, 141, 375-382.	2.7	241
10	A Longitudinal Examination of Net Promoter and Firm Revenue Growth. <i>Journal of Marketing</i> , 2007, 71, 39-51.	11.3	224
11	Progression of coronary calcium on serial electron beam tomographic scanning is greater in patients with future myocardial infarction. <i>American Journal of Cardiology</i> , 2003, 92, 827-829.	1.6	197
12	The Long-Term Stock Market Valuation of Customer Satisfaction. <i>Journal of Marketing</i> , 2008, 72, 105-122.	11.3	186
13	A Longitudinal Examination of Net Promoter and Firm Revenue Growth. <i>Journal of Marketing</i> , 2007, 71, 39-51.	11.3	136
14	Progression of Coronary Artery Calcium and Occurrence of Myocardial Infarction in Patients With and Without Diabetes Mellitus. <i>Hypertension</i> , 2005, 46, 238-243.	2.7	108
15	Should Recommendation Agents Think Like People?. <i>Journal of Service Research</i> , 2006, 8, 297-315.	12.2	65
16	Evaluation of chest pain in patients with low to intermediate pretest probability of coronary artery disease by electron beam computed tomography. <i>American Journal of Cardiology</i> , 2000, 85, 283-288.	1.6	54
17	Individual differences in risk perception versus risk taking: Handedness and interhemispheric interaction. <i>Brain and Cognition</i> , 2007, 63, 51-58.	1.8	51
18	A longitudinal examination of customer commitment and loyalty. <i>Journal of Service Management</i> , 2014, 25, 75-100.	7.2	49

#	ARTICLE	IF	CITATIONS
19	Perceptions are relative. <i>Journal of Service Management</i> , 2015, 26, 2-43.	7.2	48
20	Approaches to Customer Segmentation. <i>Journal of Relationship Marketing</i> , 2008, 6, 9-39.	4.4	46
21	A holistic examination of Net Promoter. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2008, 15, 79-90.	0.6	45
22	Cross-Validation for Prediction. <i>Journal of Marketing Research</i> , 1987, 24, 271-279.	4.8	44
23	Calcium Scoring of the Coronary Artery by Electron Beam CT. <i>American Journal of Roentgenology</i> , 2002, 178, 497-502.	2.2	41
24	The Relationship of Employee Perceptions of Organizational Climate to Business-Unit Outcomes. <i>Journal of Service Research</i> , 2009, 11, 277-294.	12.2	34
25	Call center satisfaction and customer retention in a co-branded service context. <i>Managing Service Quality</i> , 2006, 16, 269-289.	2.4	33
26	Safety Organizing, Emotional Exhaustion, and Turnover in Hospital Nursing Units. <i>Medical Care</i> , 2014, 52, 870-876.	2.4	33
27	Modeling Fuzzy Data in Qualitative Marketing Research. <i>Journal of Marketing Research</i> , 2000, 37, 480-489.	4.8	31
28	The Effects of Rule Complexity on Organizational Noncompliance and Remediation: Evidence From Restaurant Health Inspections. <i>Journal of Management</i> , 2020, 46, 1436-1468.	9.3	29
29	Using Medical Malpractice Data to Predict the Frequency of Claims: A Study of Poisson Process Models with Random Effects. <i>Journal of the American Statistical Association</i> , 1991, 86, 285-295.	3.1	25
30	Predictors of aortic and coronary artery calcium on a screening electron beam tomographic scan. <i>American Journal of Cardiology</i> , 2003, 91, 744-746.	1.6	24
31	Frustrated Freedom: The Effects of Agency and Wealth on Wellbeing in Rural Mozambique. <i>World Development</i> , 2013, 47, 30-41.	4.9	21
32	Limiting Multivariate Distributions of Intermediate Order Statistics. <i>Annals of Probability</i> , 1985, 13, 469.	1.8	20
33	Cost Prediction in Liver Transplantation Using Pretransplant Donor and Recipient Characteristics. <i>Transplantation</i> , 2008, 86, 238-244.	1.0	20
34	Can We Talk? The Impact of Willingness to Recommend on a New-to-Market Service Brand Extension Within a Social Network. <i>Journal of Service Research</i> , 2011, 14, 355-371.	12.2	20
35	Juice Powder Concentrate and Systemic Blood Pressure, Progression of Coronary Artery Calcium and Antioxidant Status in Hypertensive Subjects: A Pilot Study. <i>Evidence-based Complementary and Alternative Medicine</i> , 2007, 4, 455-462.	1.2	19
36	Reliability and expected loss: A unifying principle. <i>Psychometrika</i> , 1994, 59, 203-216.	2.1	18

#	ARTICLE	IF	CITATIONS
37	Invited Commentary "Net Promoter, Recommendations, and Business Performance: A Clarification on Morgan and Rego. <i>Marketing Science</i> , 2008, 27, 531-532.	4.1	17
38	Decision Quality Measures in Recommendation Agents Research. <i>Journal of Interactive Marketing</i> , 2011, 25, 110-122.	6.2	17
39	Does satisfaction matter more if a multichannel customer is also a multicompany customer?. <i>Journal of Service Management</i> , 2011, 22, 39-66.	7.2	14
40	General estimators for the reliability of qualitative data. <i>Psychometrika</i> , 1995, 60, 199-220.	2.1	13
41	A pooled-analysis of age and sex based coronary artery calcium scores percentiles. <i>Journal of Cardiovascular Computed Tomography</i> , 2020, 14, 414-420.	1.3	13
42	A longitudinal examination of the asymmetric impact of employee and customer satisfaction on retail sales. <i>Managing Service Quality</i> , 2006, 16, 442-459.	2.4	12
43	The return to advertising expenditure. <i>Marketing Letters</i> , 1992, 3, 137-145.	2.9	10
44	Influence of Prior ACE Inhibitor Therapy on Morbidity and Mortality following Acute Myocardial Infarction. <i>Annals of Pharmacotherapy</i> , 1998, 32, 1141-1146.	1.9	7
45	Statistics: Discovering Its Power.. <i>Journal of the American Statistical Association</i> , 1983, 78, 1001.	3.1	5
46	Using Medical Malpractice Data to Predict the Frequency of Claims: A Study of Poisson Process Models With Random Effects. <i>Journal of the American Statistical Association</i> , 1991, 86, 285.	3.1	5
47	Using the conditional grade-of-membership model to assess judgment accuracy. <i>Psychometrika</i> , 2003, 68, 453-471.	2.1	3
48	Does Customer Satisfaction lead to an increased firm value?. <i>GfK Marketing Intelligence Review</i> , 2009, 1, 8-15.	0.4	3
49	A Multivariate and Latent Class Analysis of Consumer Decision Quality Measures in an E-Service Context. <i>SSRN Electronic Journal</i> , 2006, , .	0.4	1
50	The effects of utility evaluations, biomedical knowledge and modernization on intention to exclusively use biomedical health facilities among rural households in Mozambique. <i>Social Science and Medicine</i> , 2015, 138, 225-233.	3.8	1
51	A general form of ordinal association. <i>Journal of Mathematical Sociology</i> , 1986, 12, 327-346.	1.2	0
52	When are intermediate processes of the same stochastic order?. <i>Statistics and Probability Letters</i> , 1988, 6, 159-162.	0.7	0
53	A Difference Estimator for Testing Equality of Variances for Paired Time Series. <i>Journal of Time Series Analysis</i> , 1998, 19, 285-290.	1.2	0
54	On the prediction and prevention of myocardial infarctions: models based on retrospective and doubly censored prospective data. <i>Statistics in Medicine</i> , 2005, 24, 1897-1918.	1.6	0

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55	Measuring Decision Quality Using Recommendation Agents. SSRN Electronic Journal, 0, , .	0.4	0
56	The Effects of Rule Features on Rule Violations: Evidence from restaurant health inspections. Proceedings - Academy of Management, 2012, 2012, 15930.	0.1	0