

# Stephen J Anderson

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8112311/publications.pdf>

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2  
papers

86  
citations

2682572

2  
h-index

2917675

2  
g-index

2  
all docs

2  
docs citations

2  
times ranked

68  
citing authors

#	ARTICLE	IF	CITATIONS
1	Pathways to Profits: The Impact of Marketing vs. Finance Skills on Business Performance. <i>Management Science</i> , 2018, 64, 5559-5583.	4.1	69
2	Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda. <i>Journal of Marketing</i> , 2021, 85, 78-96.	11.3	17