

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