

Mark J Arnold

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10611538/publications.pdf>

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15
papers

4,639
citations

687363

13
h-index

996975

15
g-index

15
all docs

15
docs citations

15
times ranked

3058
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand outcomes in sales channel relationships: a guanxi theory perspective. Journal of Business and Industrial Marketing, 2021, 36, 1191-1212.	3.0	5
2	Consumer legitimacy: conceptualization and measurement scales. Journal of Consumer Marketing, 2020, 37, 385-397.	2.3	12
3	Toward a theory of customer engagement marketing. Journal of the Academy of Marketing Science, 2017, 45, 312-335.	11.2	614
4	Exploring consumers' attitude towards relationship marketing. Journal of Services Marketing, 2015, 29, 188-199.	3.0	36
5	Transformational Relationship Events. Journal of Marketing, 2015, 79, 39-62.	11.3	103
6	Regulatory Focus Intensity and Evaluations of Retail Experiences. Psychology and Marketing, 2014, 31, 958-975.	8.2	14
7	Hedonic shopping motivations in collectivistic and individualistic consumer cultures. International Journal of Research in Marketing, 2014, 31, 335-338.	4.2	56
8	Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting. Journal of Retailing, 2012, 88, 399-411.	6.2	132
9	Chinese consumer decision-making styles: A comparison between the coastal and inland regions. Journal of Business Research, 2010, 63, 45-51.	10.2	92
10	Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus. Journal of Retailing, 2009, 85, 308-320.	6.2	157
11	Technology readiness and usage: a global-identity perspective. Journal of the Academy of Marketing Science, 2009, 37, 250-265.	11.2	97
12	Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. Journal of Business Research, 2006, 59, 974-981.	10.2	704
13	Customer delight in a retail context: investigating delightful and terrible shopping experiences. Journal of Business Research, 2005, 58, 1132-1145.	10.2	313
14	Hedonic shopping motivations. Journal of Retailing, 2003, 79, 77-95.	6.2	1,510
15	Understanding the Customer Base of Service Providers: An Examination of the Differences between Switchers and Stayers. Journal of Marketing, 2000, 64, 65-87.	11.3	794