

Randle D Raggio

List of Publications by Year in descending order

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Version: 2024-02-01

18
papers

743
citations

840776

11
h-index

888059

17
g-index

20
all docs

20
docs citations

20
times ranked

587
citing authors

#	ARTICLE	IF	CITATIONS
1	Disentangling the meanings of brand authenticity: The entity-referent correspondence framework of authenticity. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 96-118.	11.2	60
2	Emergent market innovation: A longitudinal study of technology-driven capability development and institutional work. <i>Journal of Business Research</i> , 2021, 124, 469-482.	10.2	18
3	Business actor engagement: Exploring its antecedents and types. <i>Industrial Marketing Management</i> , 2021, 98, 179-192.	6.7	9
4	Making energy metrics relevant to service firms: from energy conservation to energy productivity. <i>Journal of Cleaner Production</i> , 2020, 256, 120493.	9.3	9
5	Psychological ownership as a crisis management advertising appeal – antecedents, outcomes, and moderators. <i>Journal of Marketing Communications</i> , 2017, 23, 632-646.	4.0	5
6	Developing smart commercial real estate: Technology-based self-service (TBSS) in commercial real estate facilities. , 2016, , .		0
7	Brand Authenticity: Testing the Antecedents and Outcomes of Brand Management's Passion for its Products. <i>Psychology and Marketing</i> , 2016, 33, 421-436.	8.2	149
8	Service network value co-creation: Defining the roles of the generic actor. <i>Industrial Marketing Management</i> , 2016, 56, 51-62.	6.7	82
9	Gratitude in relationship marketing. <i>European Journal of Marketing</i> , 2014, 48, 2-24.	2.9	85
10	Beyond “halo”: the identification and implications of differential brand effects across global markets. <i>Journal of Consumer Marketing</i> , 2014, 31, 133-144.	2.3	5
11	How consumers’s™ use of brand vs attribute information evolves over time. <i>Journal of Consumer Marketing</i> , 2014, 31, 290-300.	2.3	7
12	Psychological ownership: a social marketing advertising message appeal?. <i>International Journal of Advertising</i> , 2012, 31, 291-315.	6.7	35
13	Expressions of Gratitude in Disaster Management: An Economic, Social Marketing, and Public Policy Perspective on Post-Katrina Campaigns. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 168-174.	3.4	28
14	Chasing brand value: Fully leveraging brand equity to maximise brand value. <i>Journal of Brand Management</i> , 2009, 16, 248-263.	3.5	39
15	Gratitude works: its impact and the mediating role of affective commitment in driving positive outcomes. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 455-469.	11.2	51
16	Postscript: Preserving (and growing) brand value in a downturn. <i>Journal of Brand Management</i> , 2009, 17, 84-89.	3.5	11
17	Drivers of brand value, estimation of brand value in practice and use of brand valuation: Introduction to the special issue. <i>Journal of Brand Management</i> , 2009, 17, 1-5.	3.5	11
18	The theoretical separation of brand equity and brand value: Managerial implications for strategic planning. <i>Journal of Brand Management</i> , 2007, 14, 380-395.	3.5	139