

Hume F Winzar

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1185056/publications.pdf>

Version: 2024-02-01

29
papers

4,865
citations

623574

14
h-index

610775

24
g-index

29
all docs

29
docs citations

29
times ranked

10508
citing authors

#	ARTICLE	IF	CITATIONS
1	Climate Change 2013 – The Physical Science Basis. , 2014, , .		4,236
2	Understanding service experience in non-profit performing arts: Implications for operations and service management. Journal of Operations Management, 2006, 24, 304-324.	3.3	94
3	Exploring repurchase intention in a performing arts context: who comes? and why do they come back?. International Journal of Nonprofit and Voluntary Sector Marketing, 2007, 12, 135-148.	0.5	82
4	Exits and expectations: why disappointed franchisees leave. Journal of Business Research, 2005, 58, 1534-1542.	5.8	72
5	Brand competitiveness. International Journal of Contemporary Hospitality Management, 2018, 30, 637-660.	5.3	54
6	PERSONALITY BIASES OF ACCOUNTING STUDENTS: SOME IMPLICATIONS FOR LEARNING STYLE PREFERENCES. Accounting and Finance, 1993, 33, 109-120.	1.7	42
7	Do we measure what we expect to measure? Some issues in the measurement of culture in consumer research. International Marketing Review, 2014, 31, 338-362.	2.2	42
8	The use of Web 2.0 technologies in marketing classes: Key drivers of student acceptance. Journal of Consumer Behaviour, 2013, 12, 412-422.	2.6	31
9	The role of secondary education in explaining competitiveness. Asia Pacific Journal of Education, 2016, 36, 13-30.	1.2	31
10	Confucianism and Work Ethic – Introducing the ReVaMB Model. , 2017, , 33-60.		30
11	The Ecological Fallacy: How to Spot One and Tips on how to Use One to Your Advantage. Australasian Marketing Journal, 2015, 23, 86-92.	3.5	22
12	East Asian wisdom and relativity. Cross Cultural and Strategic Management, 2018, 25, 210-230.	1.0	20
13	Effectiveness of Telescopic Advertisements Delivered via Personal Video Recorders. Journal of Advertising Research, 2006, 46, 217-227.	1.0	19
14	Confucianism: measurement and association with workforce performance. Cross Cultural and Strategic Management, 2018, 25, 337-374.	1.0	19
15	Product classifications and marketing strategy. Journal of Marketing Management, 1992, 8, 259-268.	1.2	14
16	A behavioural long-term based measure to monitor the health of a brand. Journal of Brand Management, 2015, 22, 299-322.	2.0	14
17	Using best-worst scaling to reveal perceived relative importance of website attributes. Asia Pacific Journal of Marketing and Logistics, 2017, 29, 393-408.	1.8	10
18	Editorial: Competitive productivity (CP): advancing the competitiveness paradigm. Cross Cultural and Strategic Management, 2021, 28, 1-18.	1.0	10

#	ARTICLE	IF	CITATIONS
19	A visual-based approach to the mapping of generic skills: its application to a Marketing degree. Higher Education Research and Development, 2014, 33, 181-197.	1.9	6
20	Modelling Long Distance Pleasure Travel Mode Using Perceived Modal Attributes. Journal of Travel and Tourism Marketing, 1993, 2, 53-68.	3.1	3
21	Franchise system investment disclosure: signaling value to prospective franchisees. Asia Pacific Journal of Marketing and Logistics, 2014, 26, 365-377.	1.8	3
22	Attitudinal and Environmental Influences on Preferences for Undergraduate Business Courses. Journal of Marketing for Higher Education, 1994, 5, 49-70.	2.3	2
23	A Multinomial Probit Conjoint Preference Simulator Incorporating Varying Importance Weights. Australasian Marketing Journal, 1999, 7, 49-57.	3.5	2
24	Marketing Metrics That Contribute to Marketing Accountability in the Technology Sector. SAGE Open, 2013, 3, 215824401350133.	0.8	2
25	From I-Phone 3G to I-Phone 4G: A Two-Stage Complex Systems Model of the Two Stage Diffusion Process. Australasian Marketing Journal, 2014, 22, 69-72.	3.5	2
26	Toward understanding Convergence and Divergence: Inter-ocular testing of traditional philosophies, economic orientation, and religiosity/spirituality. Journal of Business Research, 2022, 139, 1335-1352.	5.8	2
27	Special Issue on Complex Systems: Editor's Forward. Australasian Marketing Journal, 2014, 22, 2-3.	3.5	1
28	Surveys and Data Sets. , 2012, , .		0
29	Internet Editorial. Marketing Intelligence Planning, 1999, 5, .	0.2	0