

Wayne Binney

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11858998/publications.pdf>

Version: 2024-02-01

13
papers

512
citations

1163117

8
h-index

1058476

14
g-index

15
all docs

15
docs citations

15
times ranked

477
citing authors

#	ARTICLE	IF	CITATIONS
1	Fear, guilt, and shame appeals in social marketing. <i>Journal of Business Research</i> , 2010, 63, 140-146.	10.2	251
2	Concepts in Conflict: Social Marketing and Sustainability. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2008, 20, 261-281.	1.6	42
3	Reigniting the fire: a contemporary research agenda for social, political and nonprofit marketing. <i>Journal of Public Affairs</i> , 2007, 7, 291-304.	3.1	36
4	The nature and influence of motivation within the MOA framework: implications for social marketing. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2006, 11, 289-301.	0.8	34
5	Vulnerable Consumers and Debt: Can Social Marketing Assist?. <i>Australasian Marketing Journal</i> , 2011, 19, 203-211.	5.4	22
6	The Raising of Corporate Sponsorship: A Behavioral Study. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2012, 24, 222-237.	1.6	18
7	Implementation of Environmental Sustainability in Business: Suggestions for Improvement. <i>Australasian Marketing Journal</i> , 2011, 19, 52-57.	5.4	13
8	Young Adults and Politics: Investigating Factors Influencing Voter Decision Making. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2014, 26, 226-257.	1.6	9
9	Whose Job Is That? Saving the Biosphere Starts at Work. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2015, 27, 307-330.	1.6	9
10	Young Adult Voting Decision-Making: Studying the Effect of Usage from a Consumer Behaviour Perspective. <i>Australasian Marketing Journal</i> , 2014, 22, 144-154.	5.4	8
11	How Usage Influences Young Adult Voting Decision-Making: An SEM Analysis. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2016, 28, 40-65.	1.6	4
12	Crown land management from a volunteer perspective: the Victorian example. <i>Australasian Journal of Environmental Management</i> , 2016, 23, 130-140.	1.1	3
13	Introduction to Special Section on Non-Profit and Social Marketing. <i>Australasian Marketing Journal</i> , 2011, 19, 41-42.	5.4	1