

V Dao Truong

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12020512/publications.pdf>

Version: 2024-02-01

19
papers

753
citations

687363

13
h-index

794594

19
g-index

22
all docs

22
docs citations

22
times ranked

549
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | Social Marketing. <i>Social Marketing Quarterly</i> , 2014, 20, 15-34. | 1.7 | 162 |
| 2 | Tourism and poverty alleviation: perceptions and experiences of poor people in Sapa, Vietnam. <i>Journal of Sustainable Tourism</i> , 2014, 22, 1071-1089. | 9.2 | 122 |
| 3 | Social Marketing and Tourism. <i>Social Marketing Quarterly</i> , 2013, 19, 110-135. | 1.7 | 65 |
| 4 | Tourism, poverty alleviation, and the informal economy: the street vendors of Hanoi, Vietnam. <i>Tourism Recreation Research</i> , 2018, 43, 52-67. | 4.9 | 51 |
| 5 | Tourism policy development in Vietnam: a pro-poor perspective. <i>Journal of Policy Research in Tourism, Leisure and Events</i> , 2013, 5, 28-45. | 4.0 | 48 |
| 6 | Systems social marketing: a critical appraisal. <i>Journal of Social Marketing</i> , 2019, 9, 180-203. | 2.3 | 45 |
| 7 | The marketplace management of illegal elixirs: illicit consumption of rhino horn. <i>Consumption Markets and Culture</i> , 2016, 19, 353-369. | 2.1 | 42 |
| 8 | Corporate social marketing in tourism: to sleep or not to sleep with the enemy?. <i>Journal of Sustainable Tourism</i> , 2017, 25, 884-902. | 9.2 | 36 |
| 9 | Government-led Macro-social Marketing Programs in Vietnam. <i>Journal of Macromarketing</i> , 2017, 37, 409-425. | 2.6 | 33 |
| 10 | Pro-Poor Tourism: Looking Backward as We Move Forward. <i>Tourism Planning and Development</i> , 2014, 11, 228-242. | 2.2 | 29 |
| 11 | Influencing tourists' pro-environmental behaviours: A social marketing application. <i>Tourism Management Perspectives</i> , 2020, 36, 100740. | 5.2 | 26 |
| 12 | The internationalisation of social marketing research. <i>Journal of Social Marketing</i> , 2015, 5, 357-376. | 2.3 | 21 |
| 13 | Social Marketing as the Subject of Doctoral Dissertations. <i>Social Marketing Quarterly</i> , 2014, 20, 199-218. | 1.7 | 17 |
| 14 | Master's thesis research in social marketing (1971-2015). <i>Journal of Social Marketing</i> , 2018, 8, 58-98. | 2.3 | 17 |
| 15 | To be or not to be formal? Rickshaw drivers' perspectives on tourism and poverty. <i>Journal of Sustainable Tourism</i> , 2020, 28, 33-50. | 9.2 | 14 |
| 16 | Measuring, evaluating, and documenting social marketing impact. <i>Journal of Social Marketing</i> , 2021, 11, 259-277. | 2.3 | 10 |
| 17 | Social marketing interventions: insights from a system dynamics simulation model. <i>Journal of Social Marketing</i> , 2019, 9, 329-342. | 2.3 | 8 |
| 18 | The career paths of social marketing doctoral graduates. <i>Journal of Social Marketing</i> , 2017, 7, 18-50. | 2.3 | 3 |

| # | ARTICLE | IF | CITATIONS |
|----|---------------------------------|----|-----------|
| 19 | Vietnam Tourism. , 2021, , 1-3. | | 0 |