

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	Measuring, evaluating, and documenting social marketing impact. Journal of Social Marketing, 2021, 11, 259-277.	2.3	10
2	Vietnam Tourism. , 2021, , 1-3.		0
3	To be or not to be formal? Rickshaw drivers's perspectives on tourism and poverty. Journal of Sustainable Tourism, 2020, 28, 33-50.	9.2	14
4	Influencing tourists' pro-environmental behaviours: A social marketing application. Tourism Management Perspectives, 2020, 36, 100740.	5.2	26
5	Social marketing interventions: insights from a system dynamics simulation model. Journal of Social Marketing, 2019, 9, 329-342.	2.3	8
6	Systems social marketing: a critical appraisal. Journal of Social Marketing, 2019, 9, 180-203.	2.3	45
7	Tourism, poverty alleviation, and the informal economy: the street vendors of Hanoi, Vietnam. Tourism Recreation Research, 2018, 43, 52-67.	4.9	51
8	Master's thesis research in social marketing (1971-2015). Journal of Social Marketing, 2018, 8, 58-98.	2.3	17
9	The career paths of social marketing doctoral graduates. Journal of Social Marketing, 2017, 7, 18-50.	2.3	3
10	Corporate social marketing in tourism: to sleep or not to sleep with the enemy?. Journal of Sustainable Tourism, 2017, 25, 884-902.	9.2	36
11	Government-led Macro-social Marketing Programs in Vietnam. Journal of Macromarketing, 2017, 37, 409-425.	2.6	33
12	The marketplace management of illegal elixirs: illicit consumption of rhino horn. Consumption Markets and Culture, 2016, 19, 353-369.	2.1	42
13	The internationalisation of social marketing research. Journal of Social Marketing, 2015, 5, 357-376.	2.3	21
14	Tourism and poverty alleviation: perceptions and experiences of poor people in Sapa, Vietnam. Journal of Sustainable Tourism, 2014, 22, 1071-1089.	9.2	122
15	Pro-Poor Tourism: Looking Backward as We Move Forward. Tourism Planning and Development, 2014, 11, 228-242.	2.2	29
16	Social Marketing. Social Marketing Quarterly, 2014, 20, 15-34.	1.7	162
17	Social Marketing as the Subject of Doctoral Dissertations. Social Marketing Quarterly, 2014, 20, 199-218.	1.7	17
18	Social Marketing and Tourism. Social Marketing Quarterly, 2013, 19, 110-135.	1.7	65

#	ARTICLE	IF	CITATIONS
19	Tourism policy development in Vietnam: a pro-poor perspective. Journal of Policy Research in Tourism, Leisure and Events, 2013, 5, 28-45.	4.0	48