

Park Thaichon

List of Publications by Year in descending order

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Version: 2024-02-01

121
papers

2,629
citations

236833

25
h-index

254106

43
g-index

122
all docs

122
docs citations

122
times ranked

1521
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | Would you like to shop via mobile app technology? The technology acceptance model, social factors and purchase intention. <i>Australasian Marketing Journal</i> , 2021, 29, 187-197. | 3.5 | 124 |
| 2 | From connoisseur luxury to mass luxury: Value co-creation and co-destruction in the online environment. <i>Journal of Business Research</i> , 2017, 81, 163-172. | 5.8 | 122 |
| 3 | A meta-analysis of customer engagement behaviour. <i>International Journal of Consumer Studies</i> , 2021, 45, 457-477. | 7.2 | 120 |
| 4 | Antecedents and consequences of panic buying: The case of COVID-19. <i>International Journal of Consumer Studies</i> , 2022, 46, 132-146. | 7.2 | 107 |
| 5 | The development of service quality dimensions for internet service providers: Retaining customers of different usage patterns. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 1047-1058. | 5.3 | 86 |
| 6 | Emotion and advertising effectiveness: A novel facial expression analysis approach. <i>Journal of Retailing and Consumer Services</i> , 2017, 36, 103-111. | 5.3 | 81 |
| 7 | Hybrid sales structures in the age of e-commerce. <i>Journal of Personal Selling and Sales Management</i> , 2018, 38, 277-302. | 1.7 | 78 |
| 8 | Digital technologies: tensions in privacy and data. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1299-1323. | 7.2 | 73 |
| 9 | Are privacy concerns still relevant? Revisiting consumer behaviour in omnichannel retailing. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102242. | 5.3 | 70 |
| 10 | Surviving an economic downturn: Dynamic capabilities of SMEs. <i>Journal of Business Research</i> , 2021, 128, 109-123. | 5.8 | 65 |
| 11 | The influence of relationship marketing orientation on brand equity in banks. <i>Journal of Retailing and Consumer Services</i> , 2015, 26, 14-22. | 5.3 | 64 |
| 12 | Digital content marketing as a catalyst for e-WOM in food tourism. <i>Australasian Marketing Journal</i> , 2021, 29, 142-154. | 3.5 | 61 |
| 13 | Internet service providers' service quality and its effect on customer loyalty of different usage patterns. <i>Journal of Retailing and Consumer Services</i> , 2016, 29, 104-113. | 5.3 | 60 |
| 14 | Service integration in omnichannel retailing and its impact on customer experience. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102267. | 5.3 | 58 |
| 15 | Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102904. | 5.3 | 58 |
| 16 | The relationship between service quality, satisfaction, trust, value, commitment and loyalty of Internet service providers' customers. <i>Journal of Global Scholars of Marketing Science</i> , 2015, 25, 295-313. | 1.4 | 57 |
| 17 | Consumer socialization process: The role of age in children's online shopping behavior. <i>Journal of Retailing and Consumer Services</i> , 2017, 34, 38-47. | 5.3 | 56 |
| 18 | An empirical model of home internet services quality in Thailand. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2014, 26, 190-210. | 1.8 | 50 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Price image and the sugrophobia effect on luxury retail purchase intention. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102188. | 5.3 | 44 |
| 20 | B2B purchase engagement: Examining the key drivers and outcomes in professional services. <i>Industrial Marketing Management</i> , 2020, 85, 197-208. | 3.7 | 41 |
| 21 | Dark motives-counterfeit purchase framework: Internal and external motives behind counterfeit purchase via digital platforms. <i>Journal of Retailing and Consumer Services</i> , 2016, 33, 82-91. | 5.3 | 39 |
| 22 | Moving from multi-channel to Omni-channel retailing: Special issue introduction. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102311. | 5.3 | 36 |
| 23 | Toward a theory of outside-in marketing: Past, present, and future. <i>Industrial Marketing Management</i> , 2020, 89, 107-128. | 3.7 | 34 |
| 24 | Understanding online shopping behaviours and purchase intentions amongst millennials. <i>Young Consumers</i> , 2021, 22, 152-167. | 2.3 | 33 |
| 25 | Value co-creation and social media: Investigating antecedents and influencing factors in the U.S. retail banking industry. <i>Journal of Retailing and Consumer Services</i> , 2021, 61, 102548. | 5.3 | 33 |
| 26 | Online relationship marketing: evolution and theoretical insights into online relationship marketing. <i>Marketing Intelligence and Planning</i> , 2020, 38, 676-698. | 2.1 | 31 |
| 27 | Storytelling, the scale of persuasion and retention: A neuromarketing approach. <i>Journal of Retailing and Consumer Services</i> , 2020, 55, 102099. | 5.3 | 31 |
| 28 | From Marketing Communications to Brand Management: Factors Influencing Relationship Quality and Customer Retention. <i>Journal of Relationship Marketing</i> , 2015, 14, 197-219. | 2.8 | 30 |
| 29 | Aesthetic labor and visible diversity: The role in retailing service encounters. <i>Journal of Retailing and Consumer Services</i> , 2017, 38, 34-43. | 5.3 | 30 |
| 30 | Revisiting the job performance – burnout relationship. <i>Journal of Hospitality Marketing and Management</i> , 2019, 28, 807-832. | 5.1 | 29 |
| 31 | Sustainable consumption and plastic packaging: Relationships among product involvement, perceived marketplace influence and choice behavior. <i>Journal of Retailing and Consumer Services</i> , 2022, 67, 103032. | 5.3 | 29 |
| 32 | The effects of service quality on internet service provider customers’ behaviour. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2016, 28, 435-463. | 1.8 | 28 |
| 33 | Consumer behaviour and disposition decisions: The why and how of smartphone disposition. <i>Journal of Retailing and Consumer Services</i> , 2019, 51, 212-220. | 5.3 | 27 |
| 34 | Customer pre-participatory social media drivers and their influence on attitudinal loyalty within the retail banking industry: A multi-group analysis utilizing social exchange theory. <i>Journal of Retailing and Consumer Services</i> , 2021, 61, 102584. | 5.3 | 27 |
| 35 | The role of art infusion in enhancing pro-environmental luxury brand advertising. <i>Journal of Retailing and Consumer Services</i> , 2022, 64, 102780. | 5.3 | 27 |
| 36 | Mobile wallets adoption: pre- and post-adoption dynamics of mobile wallets usage. <i>Marketing Intelligence and Planning</i> , 2022, 40, 573-588. | 2.1 | 25 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 37 | Who will adopt electric vehicles? Segmenting and exemplifying potential buyer heterogeneity and forthcoming research. <i>Journal of Retailing and Consumer Services</i> , 2022, 67, 102969. | 5.3 | 25 |
| 38 | Online Marketing Communications and Childhood's Intention to Consume Unhealthy Food. <i>Australasian Marketing Journal</i> , 2016, 24, 79-86. | 3.5 | 23 |
| 39 | Customer engagement and co-created value in social media. <i>Marketing Intelligence and Planning</i> , 2020, 38, 730-744. | 2.1 | 23 |
| 40 | Achieving customer loyalty through service excellence in internet industry. <i>International Journal of Quality and Service Sciences</i> , 2014, 6, 274-289. | 1.4 | 22 |
| 41 | Resilience toward supply disruptions: A stochastic inventory control model with partial backordering under the base stock policy. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102291. | 5.3 | 22 |
| 42 | An analysis of product-place co-branding: the case of Ceylon Tea. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2017, 29, 200-214. | 1.8 | 20 |
| 43 | Enhancing corporate social responsibility through market orientation practices in bottom of pyramid markets: with special reference to microcredit institutions. <i>Journal of Strategic Marketing</i> , 2016, 24, 398-417. | 3.7 | 17 |
| 44 | Consumer motives and impact of western media on the Moroccan luxury buyer. <i>Journal of Retailing and Consumer Services</i> , 2016, 32, 164-170. | 5.3 | 16 |
| 45 | Predicting intention to recycle on the basis of the theory of planned behaviour. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2020, 25, e1653. | 0.5 | 16 |
| 46 | Emotional Brand Attachment and Attitude toward Brand Extension. <i>Services Marketing Quarterly</i> , 2020, 41, 236-255. | 0.7 | 16 |
| 47 | Are You a Chocolate Lover? An Investigation of the Repurchase Behavior of Chocolate Consumers. <i>Journal of Food Products Marketing</i> , 2018, 24, 163-176. | 1.4 | 15 |
| 48 | Host and guest value co-creation and satisfaction in a shared economy: The case of Airbnb. <i>Journal of Global Scholars of Marketing Science</i> , 2020, 30, 407-422. | 1.4 | 15 |
| 49 | Customer participation in firm-initiated activities via social media: Understanding the role of experiential value. <i>Australasian Marketing Journal</i> , 2021, 29, 132-141. | 3.5 | 15 |
| 50 | Integrated Marketing Communications and Their Effects on Customer Switching Intention. <i>Journal of Relationship Marketing</i> , 2016, 15, 1-16. | 2.8 | 14 |
| 51 | The Effects of E-Commerce on Franchising: Practical Implications and Models. <i>Australasian Marketing Journal</i> , 2019, 27, 158-168. | 3.5 | 14 |
| 52 | A sustainable inventory system with price-sensitive demand and carbon emissions under partial trade credit and partial backordering. <i>Operational Research</i> , 2022, 22, 4471-4516. | 1.3 | 14 |
| 53 | Dark motives-counterfeit selling framework. <i>Marketing Intelligence and Planning</i> , 2018, 36, 245-259. | 2.1 | 13 |
| 54 | Emerging from my youth â€“ intra-cohort segmentation. <i>International Journal of Retail and Distribution Management</i> , 2019, 47, 571-588. | 2.7 | 13 |

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|----|--|-----|-----------|
| 55 | Enhancing client-agency relationship quality in the advertising industry – an application of project management. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 463-473. | 1.8 | 13 |
| 56 | Enrichment for retail businesses: How female entrepreneurs and masculine traits enhance business success. <i>Journal of Retailing and Consumer Services</i> , 2020, 54, 102068. | 5.3 | 13 |
| 57 | The impact of creative competence and project management on longevity of the client-advertising agency relationship. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 274-286. | 1.8 | 12 |
| 58 | Evaluating specific service quality aspects which impact on customers' behavioural loyalty in high-tech internet services. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2016, 28, 141-159. | 1.8 | 12 |
| 59 | Marketing microcredit to bottom of the pyramid market. <i>International Journal of Bank Marketing</i> , 2016, 34, 191-215. | 3.6 | 12 |
| 60 | The Moderating Role of Age in Customer Loyalty Formation Process. <i>Services Marketing Quarterly</i> , 2016, 37, 52-70. | 0.7 | 12 |
| 61 | Mixed emotional appeal enhances positive word-of-mouth: The moderating role of narrative person. <i>Journal of Retailing and Consumer Services</i> , 2021, 62, 102618. | 5.3 | 11 |
| 62 | Managing Customer Switching Behavior in the Banking Industry. <i>Services Marketing Quarterly</i> , 2017, 38, 142-154. | 0.7 | 10 |
| 63 | Customer-Perceived Value in Long-Term Buyer-Supplier Relationships: The General B2B Insurance Sector. <i>Services Marketing Quarterly</i> , 2019, 40, 48-65. | 0.7 | 10 |
| 64 | Investigating tourist post-travel evaluation and behavioural intention: a cultural intelligence perspective. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, 33, 2037-2053. | 1.8 | 10 |
| 65 | Leveraging consumer behavior research to forge new insights into B2B buyer behavior: Contextualizing extant research and developing a research agenda. <i>Industrial Marketing Management</i> , 2022, 105, 1-17. | 3.7 | 10 |
| 66 | Loyalty layers, expectations and the role of knowledge. <i>Marketing Intelligence and Planning</i> , 2021, 39, 377-393. | 2.1 | 9 |
| 67 | Does religion make consumers more environmentally friendly?. <i>Marketing Intelligence and Planning</i> , 2021, 39, 1024-1041. | 2.1 | 9 |
| 68 | Examining antecedents of reconciliation following service failure and recovery. <i>Journal of Strategic Marketing</i> , 2020, 28, 417-433. | 3.7 | 8 |
| 69 | What to expect after the honeymoon: evolutionary psychology of part-time franchising. <i>Journal of Strategic Marketing</i> , 2020, 28, 702-726. | 3.7 | 8 |
| 70 | Female franchisees; a lost opportunity for franchising sector growth?. <i>Journal of Strategic Marketing</i> , 2020, 28, 107-122. | 3.7 | 8 |
| 71 | Forecasting Advertisement Effectiveness: Neuroscience and Data Envelopment Analysis. <i>Australasian Marketing Journal</i> , 2022, 30, 313-330. | 3.5 | 8 |
| 72 | Understanding Chinese consumers' pre-purchase value expectations: the role of country of origin effect. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, 33, 1861-1877. | 1.8 | 8 |

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| 73 | Price promotion in omnichannel retailing: how much is too much?. Asia Pacific Journal of Marketing and Logistics, 2023, 35, 198-213. | 1.8 | 8 |
| 74 | What motivates consumers to be in-line with online shopping?: a systematic literature review and discussion of future research perspectives. Asia Pacific Journal of Marketing and Logistics, 2023, 35, 687-725. | 1.8 | 8 |
| 75 | Emerging Research Trends in Marketing: A Review of Australasian Marketing Journal. Australasian Marketing Journal, 2022, 30, 214-227. | 3.5 | 8 |
| 76 | Triadic relationship between customers, service providers and government in a highly regulated industry. Journal of Retailing and Consumer Services, 2020, 55, 102148. | 5.3 | 7 |
| 77 | E-commerce structures for retail and service franchises. Asia Pacific Journal of Marketing and Logistics, 2021, 33, 1292-1308. | 1.8 | 7 |
| 78 | Analysis of Consumers' Intention Values in the Choice of a Mobile Service Provider. Asian Journal of Business Research, 2016, 6, . | 0.6 | 7 |
| 79 | Art infusion and functional theories of attitudes toward luxury brands: The mediating role of feelings of self-inauthenticity. Journal of Business Research, 2022, 150, 538-552. | 5.8 | 7 |
| 80 | Encouraging Indigenous Self-Employment in Franchising. Contributions To Management Science, 2019, , 69-87. | 0.4 | 6 |
| 81 | Gratitude in franchisor-franchisee relationships: does personality matter?. European Journal of Marketing, 2019, 54, 109-144. | 1.7 | 6 |
| 82 | Collaboration, communication, support, and relationships in the context of e-commerce within the franchising sector. Journal of Strategic Marketing, 2020, , 1-23. | 3.7 | 6 |
| 83 | Special issue introduction: online relationship marketing. Marketing Intelligence and Planning, 2020, 38, 673-675. | 2.1 | 6 |
| 84 | To Donate or to Waste It: Understanding Posthumous Organ Donation Attitude. Australasian Marketing Journal, 2020, 28, 87-97. | 3.5 | 6 |
| 85 | Influencer marketing: sponsorship disclosure and value-co-creation behaviour. Marketing Intelligence and Planning, 2022, 40, 854-870. | 2.1 | 6 |
| 86 | The Role of Creativity and Project Management in Enhancing Service Quality of Advertising Agencies: A Qualitative Approach. Australasian Marketing Journal, 2018, 26, 31-40. | 3.5 | 5 |
| 87 | How much effort is enough? Unlocking customer fanaticism in services industries. Marketing Intelligence and Planning, 2019, 37, 325-338. | 2.1 | 5 |
| 88 | Blurring the Line between Physical and Digital Environment: The Impact of Artificial Intelligence on Customers' Relationship and Customer Experience. , 2021, , 135-153. | | 5 |
| 89 | Stay Ahead of a Game or Stay Still: The Impact of Learning and Development on Business Performance. Contributions To Management Science, 2019, , 215-237. | 0.4 | 5 |
| 90 | A model of entrepreneurship education in franchising – application of outside-in marketing with a behavioural focus. Journal of Business and Industrial Marketing, 2020, 35, 116-133. | 1.8 | 4 |

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| 91 | COVID-19, Technology and Marketing. , 2021, , 1-20. | | 4 |
| 92 | The experience of regret in small business failure: whoâ€™s to blame?. European Journal of Marketing, 2021, 55, 2201-2238. | 1.7 | 4 |
| 93 | Expression and Transformation of Loyalty in a Contractual Service Setting: A Processual View. Australasian Marketing Journal, 2019, 27, 66-77. | 3.5 | 4 |
| 94 | Intention to Purchase at a Fast Food Store: Excitement, Performance and Threshold Attributes. Asian Journal of Business Research, 2019, 9, . | 0.6 | 4 |
| 95 | Work Hard, Play Hard: Work-Life Balance in Small Business. Contributions To Management Science, 2019, , 195-213. | 0.4 | 3 |
| 96 | The Current Trends and Future Direction of Digital and Relationship Marketing: A Business Perspective. , 2021, , 191-200. | | 3 |
| 97 | Are We Already Living with Skynet? Anthropomorphic Artificial Intelligence to Enhance Customer Experience. , 2021, , 103-134. | | 3 |
| 98 | Relationship outcomes following a service failure: the role of agent likability. Asia Pacific Journal of Marketing and Logistics, 2022, ahead-of-print, . | 1.8 | 3 |
| 99 | A conceptual framework for understanding and developing entrepreneurial behaviour: implications for social marketers. International Journal of Nonprofit and Voluntary Sector Marketing, 2015, 20, 299-311. | 0.5 | 2 |
| 100 | A Western franchise in Shanghai, China: a late entrantâ€™s success. Journal of Strategic Marketing, 2022, 30, 606-626. | 3.7 | 2 |
| 101 | The Development and Current Trends of Digital Marketing and Relationship Marketing Research. , 2021, , 1-18. | | 2 |
| 102 | Igniting the Flame with Electronic Word-of-mouth in Digital Marketing. , 2021, , 181-190. | | 2 |
| 103 | Creating Effective Franchising Relationships: Challenges of Managing Mature Franchisees. Contributions To Management Science, 2020, , 135-148. | 0.4 | 2 |
| 104 | Enhancing client loyalty of advertising agencies: the influence of creativity and inter-firm relationships. Journal of Contemporary Issues in Business and Government, 2016, 22, 6. | 0.8 | 2 |
| 105 | Theoretical Insights into Organ Donation and Social Change. Contributions To Management Science, 2020, , 149-166. | 0.4 | 2 |
| 106 | Organ Donation for Social Change: A Systematic Review. Contributions To Management Science, 2020, , 115-134. | 0.4 | 2 |
| 107 | The dark and bright side of online consumer behavior. Journal of Consumer Behaviour, 2022, 21, 445-449. | 2.6 | 2 |
| 108 | Promoting condom usage to male sex workers in Thailand: a development of a conceptual framework: social marketing perspective. International Review on Public and Nonprofit Marketing, 2017, 14, 495-512. | 1.3 | 1 |

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|-----|---|-----|-----------|
| 109 | Understanding Cultural Diversity in Franchising: Recommendations and Implications for Recruitment of Migrant Franchisees. , 2020, , 53-71. | | 1 |
| 110 | Relationship marketing in franchising and retailing. Journal of Strategic Marketing, 2020, , 1-2. | 3.7 | 1 |
| 111 | Guest Editorial: Technologies and Relationship Marketing. Australasian Marketing Journal, 2021, 29, 109-110. | 3.5 | 1 |
| 112 | Package appearance matter: Facial expression and Galvanic Skin Response analysis approach. Journal of Global Scholars of Marketing Science, 2021, 31, 624-644. | 1.4 | 1 |
| 113 | EVALUATING SPECIFIC SERVICE QUALITY DIMENSIONS WHICH IMPACT ON CUSTOMERSâ€™ BEHAVIOURAL LOYALTY IN HIGH-TECH INTERNET SERVICES. , 2014, , . | | 1 |
| 114 | Franchise Risk Ecology: A Risk Ecology for Analyzing, Mitigating, and Pricing Franchisee-contracted Risks. , 2020, , 117-131. | | 0 |
| 115 | Can positioning strategies help influence willingness to pay for office space? Evidence on the moderating effect of office space grade and industry sector for occupiers of leased office space. Journal of Strategic Marketing, 2021, 29, 337-358. | 3.7 | 0 |
| 116 | A CONCEPTUAL MODEL FOR MARKETERSâ€™ CONTRIBUTIONS TO CORPORATE SOCIAL RESPONSIBILITY PROGRAMS (CSR). , 2014, , . | | 0 |
| 117 | CUSTOMER LOYALTY IN HIGH-TECH INTERNET SERVICES. , 2014, , . | | 0 |
| 118 | Consumer behaviour in the Thai Internet Service Providers. Asian Journal of Business Research, 2015, 5, . | 0.6 | 0 |
| 119 | Who Stays, Who Switches: Different Segments of Internet Service Customers. Asian Journal of Business Research, 2016, 6, . | 0.6 | 0 |
| 120 | Business Concept in a Health-related Donation Context. , 2020, , 67-82. | | 0 |
| 121 | Neuroscientific Research Methods and Techniques in Consumer Research. Australasian Marketing Journal, 2023, 31, 211-227. | 3.5 | 0 |