Park Thaichon

List of Publications by Year
in descending order

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	Price promotion in omnichannel retailing: how much is too much?. Asia Pacific Journal of Marketing and Logistics, 2023, 35, 198-213.	1.8	8
2	Neuroscientific Research Methods and Techniques in Consumer Research. Australasian Marketing Journal, 2023, 31, 211-227.	3.5	0
3	What motivates consumers to be inÂline with online shopping?: a systematic literature review andÂdiscussion of future research perspectives. Asia Pacific Journal of Marketing and Logistics, 2023, 35, 687-725.	1.8	8
4	Service integration in omnichannel retailing and its impact on customer experience. Journal of Retailing and Consumer Services, 2022, 65, 102267.	5.3	58
5	Moving from multi-channel to Omni-channel retailing: Special issue introduction. Journal of Retailing and Consumer Services, 2022, 65, 102311.	5.3	36
6	A Western franchise in Shanghai, China: a late entrantâ€™s success. Journal of Strategic Marketing, 2022, 30, 606-626.	3.7	2
7	Are privacy concerns still relevant? Revisiting consumer behaviour in omnichannel retailing. Journal of Retailing and Consumer Services, 2022, 65, 102242.	5.3	70
8	Antecedents and consequences of panic buying: The case of COVIDâ€19. International Journal of Consumer Studies, 2022, 46, 132-146.	7.2	107
9	Forecasting Advertisement Effectiveness: Neuroscience and Data Envelopment Analysis. Australasian Marketing Journal, 2022, 30, 313-330.	3.5	8
10	The role of art infusion in enhancing pro-environmental luxury brand advertising. Journal of Retailing and Consumer Services, 2022, 64, 102780.	5.3	27
11	Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. Journal of Retailing and Consumer Services, 2022, 66, 102904.	5.3	58
12	A sustainable inventory system with price-sensitive demand and carbon emissions under partial trade credit and partial backordering. Operational Research, 2022, 22, 4471-4516.	1.3	14
13	The dark and bright side of online consumer behavior. Journal of Consumer Behaviour, 2022, 21, 445-449.	2.6	2
14	Digital technologies: tensions in privacy and data. Journal of the Academy of Marketing Science, 2022, 50, 1299-1323.	7.2	73
15	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
16	Mobile wallets adoption: pre- and post-adoption dynamics of mobile wallets usage. Marketing Intelligence and Planning, 2022, 40, 573-588.	2.1	25
17	Who will adopt electric vehicles? Segmenting and exemplifying potential buyer heterogeneity and forthcoming research. Journal of Retailing and Consumer Services, 2022, 67, 102969.	5.3	25
18	Leveraging consumer behavior research to forge new insights into B2B buyer behavior: Contextualizing extant research and developing a research agenda. Industrial Marketing Management, 2022, 105, 1-17.	3.7	10

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19	Influencer marketing: sponsorshipÂdisclosure and valueÂco-creation behaviour. Marketing Intelligence and Planning, 2022, 40, 854-870.	2.1	6
20	Sustainable consumption and plastic packaging: Relationships among product involvement, perceived marketplace influence and choice behavior. Journal of Retailing and Consumer Services, 2022, 67, 103032.	5.3	29
21	Emerging Research Trends in Marketing: A Review of Australasian Marketing Journal. Australasian Marketing Journal, 2022, 30, 214-227.	3.5	8
22	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
23	Understanding online shopping behaviours and purchase intentions amongst millennials. Young Consumers, 2021, 22, 152-167.	2.3	33
24	Customer participation in firm-initiated activities via social media: Understanding the role of experiential value. Australasian Marketing Journal, 2021, 29, 132-141.	3.5	15
25	Digital content marketing as a catalyst for e-WOM in food tourism. Australasian Marketing Journal, 2021, 29, 142-154.	3.5	61
26	Would you like to shop via mobile app technology? The technology acceptance model, social factors and purchase intention. Australasian Marketing Journal, 2021, 29, 187-197.	3.5	124
27	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
28	EÂcommerce structures for retail and service franchises. Asia Pacific Journal of Marketing and Logistics, 2021, 33, 1292-1308.	1.8	7
29	Resilience toward supply disruptions: A stochastic inventory control model with partial backordering under the base stock policy. Journal of Retailing and Consumer Services, 2021, 58, 102291.	5.3	22
30	Loyalty layers, expectations and the role of knowledge. Marketing Intelligence and Planning, 2021, 39, 377-393.	2.1	9
31	A metaâ€analysis of customer engagement behaviour. International Journal of Consumer Studies, 2021, 45, 457-477.	7.2	120
32	COVID-19, Technology and Marketing. , 2021, , 1-20.		4
33	Investigating tourist post-travel evaluation and behavioural intention: a cultural intelligence perspective. Asia Pacific Journal of Marketing and Logistics, 2021, 33, 2037-2053.	1.8	10
34	Guest Editorial: Technologies and Relationship Marketing. Australasian Marketing Journal, 2021, 29, 109-110.	3.5	1
35	The experience of regret in small business failure: whoâ€™s to blame?. European Journal of Marketing, 2021, 55, 2201-2238.	1.7	4
36	Surviving an economic downturn: Dynamic capabilities of SMEs. Journal of Business Research, 2021, 128, 109-123.	5.8	65

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37	The Development and Current Trends of Digital Marketing and Relationship Marketing Research. , 2021, , 1-18.		2
38	Blurring the Line between Physical and Digital Environment: The Impact of Artificial Intelligence on Customers' Relationship and Customer Experience. , 2021, , 135-153.		5
39	The Current Trends and Future Direction of Digital and Relationship Marketing: A Business Perspective. , 2021, , 191-200.		3
40	Igniting the Flame with Electronic Word-of-mouth in Digital Marketing. , 2021, , 181-190.		2
41	Are We Already Living with Skynet? Anthropomorphic Artificial Intelligence to Enhance Customer Experience. , 2021, , 103-134.		3
42	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. Journal of Retailing and Consumer Services, 2021, 61, 102584.	5.3	27
43	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
44	Value co-creation and social media: Investigating antecedents and influencing factors in the U.S. retail banking industry. Journal of Retailing and Consumer Services, 2021, 61, 102548.	5.3	33
45	Does religion make consumers more environmentally friendly?. Marketing Intelligence and Planning, 2021, 39, 1024-1041.	2.1	9
46	Mixed emotional appeal enhances positive word-of-mouth: The moderating role of narrative person. Journal of Retailing and Consumer Services, 2021, 62, 102618.	5.3	11
47	Understanding Chinese consumers' pre-purchase value expectations: the role of country of origin effect. Asia Pacific Journal of Marketing and Logistics, 2021, 33, 1861-1877.	1.8	8
48	Examining antecedents of reconciliation following service failure and recovery. Journal of Strategic Marketing, 2020, 28, 417-433.	3.7	8
49	What to expect after the honeymoon: evolutionary psychology of part-time franchising. Journal of Strategic Marketing, 2020, 28, 702-726.	3.7	8
50	Female franchisees; a lost opportunity for franchising sector growth?. Journal of Strategic Marketing, 2020, 28, 107-122.	3.7	8
51	Predicting intention to recycle on the basis of the theory of planned behaviour. International Journal of Nonprofit and Voluntary Sector Marketing, 2020, 25, e1653.	0.5	16
52	Toward a theory of outside-in marketing: Past, present, and future. Industrial Marketing Management, 2020, 89, 107-128.	3.7	34
53	B2B purchase engagement: Examining the key drivers and outcomes in professional services. Industrial Marketing Management, 2020, 85, 197-208.	3.7	41
54	Understanding Cultural Diversity in Franchising: Recommendations and Implications for Recruitment of Migrant Franchisees. , 2020, , 53-71.		1

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55	A model of entrepreneurship education in franchising â€" application of outside-in marketing with a behavioural focus. Journal of Business and Industrial Marketing, 2020, 35, 116-133.	1.8	4
56	Online relationship marketing: evolution and theoretical insights into online relationship marketing. Marketing Intelligence and Planning, 2020, 38, 676-698.	2.1	31
57	Emotional Brand Attachment and Attitude toward Brand Extension. Services Marketing Quarterly, 2020, 41, 236-255.	0.7	16
58	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
59	Customer engagement and co-created value in social media. Marketing Intelligence and Planning, 2020, 38, 730-744.	2.1	23
60	Franchise Risk Ecology: A Risk Ecology for Analyzing, Mitigating, and Pricing Franchisee-contracted Risks. , 2020, , 117-131.		0
61	Host and guest value co-creation and satisfaction in a shared economy: The case of Airbnb. Journal of Global Scholars of Marketing Science, 2020, 30, 407-422.	1.4	15
62	Special issue introduction: online relationship marketing. Marketing Intelligence and Planning, 2020, 38, 673-675.	2.1	6
63	To Donate or to Waste It: Understanding Posthumous Organ Donation Attitude. Australasian Marketing Journal, 2020, 28, 87-97.	3.5	6
64	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
65	Price image and the sugrophobia effect on luxury retail purchase intention. Journal of Retailing and Consumer Services, 2020, 57, 102188.	5.3	44
66	Relationship marketing in franchising and retailing. Journal of Strategic Marketing, 2020, , 1-2.	3.7	1
67	Enrichment for retail businesses: How female entrepreneurs and masculine traits enhance business success. Journal of Retailing and Consumer Services, 2020, 54, 102068.	5.3	13
68	Storytelling, the scale of persuasion and retention: A neuromarketing approach. Journal of Retailing and Consumer Services, 2020, 55, 102099.	5.3	31
69	Creating Effective Franchising Relationships: Challenges of Managing Mature Franchisees. Contributions To Management Science, 2020, , 135-148.	0.4	2
70	Theoretical Insights into Organ Donation and Social Change. Contributions To Management Science, 2020, , 149-166.	0.4	2
71	Organ Donation for Social Change: A Systematic Review. Contributions To Management Science, 2020, , 115-134.	0.4	2
72	Business Concept in a Health-related Donation Context. , 2020, , 67-82.		0

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73	Encouraging Indigenous Self-Employment in Franchising. Contributions To Management Science, 2019, , 69-87.	0.4	6
74	Consumer behaviour and disposition decisions: The why and how of smartphone disposition. Journal of Retailing and Consumer Services, 2019, 51, 212-220.	5.3	27
75	Emerging from my youth â€" intra-cohort segmentation. International Journal of Retail and Distribution Management, 2019, 47, 571-588.	2.7	13
76	The Effects of E-Commerce on Franchising: Practical Implications and Models. Australasian Marketing Journal, 2019, 27, 158-168.	3.5	14
77	How much effort is enough? Unlocking customer fanaticism in services industries. Marketing Intelligence and Planning, 2019, 37, 325-338.	2.1	5
78	Revisiting the job performance â€" burnout relationship. Journal of Hospitality Marketing and Management, 2019, 28, 807-832.	5.1	29
79	Customer-Perceived Value in Long-Term Buyerâ€"Supplier Relationships: The General B2B Insurance Sector. Services Marketing Quarterly, 2019, 40, 48-65.	0.7	10
80	Work Hard, Play Hard: Work-Life Balance in Small Business. Contributions To Management Science, 2019, , 195-213.	0.4	3
81	Gratitude in franchisor-franchisee relationships: does personality matter?. European Journal of Marketing, 2019, 54, 109-144.	1.7	6
82	Enhancing client-agency relationship quality in the advertising industry â€" an application of project management. Journal of Business and Industrial Marketing, 2019, 34, 463-473.	1.8	13
83	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
84	Expression and Transformation of Loyalty in a Contractual Service Setting: A Processual View. Australasian Marketing Journal, 2019, 27, 66-77.	3.5	4
85	Intention to Purchase at a Fast Food Store: Excitement, Performance and Threshold Attributes. Asian Journal of Business Research, 2019, 9, .	0.6	4
86	Hybrid sales structures in the age of e-commerce. Journal of Personal Selling and Sales Management, 2018, 38, 277-302.	1.7	78
87	Dark motives-counterfeit selling framework. Marketing Intelligence and Planning, 2018, 36, 245-259.	2.1	13
88	Are You a Chocolate Lover? An Investigation of the Repurchase Behavior of Chocolate Consumers. Journal of Food Products Marketing, 2018, 24, 163-176.	1.4	15
89	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
90	An analysis of product-place co-branding: the case of Ceylon Tea. Asia Pacific Journal of Marketing and Logistics, 2017, 29, 200-214.	1.8	20

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91	Emotion and advertising effectiveness: A novel facial expression analysis approach. Journal of Retailing and Consumer Services, 2017, 36, 103-111.	5.3	81
92	Aesthetic labor and visible diversity: The role in retailing service encounters. Journal of Retailing and Consumer Services, 2017, 38, 34-43.	5.3	30
93	Managing Customer Switching Behavior in the Banking Industry. Services Marketing Quarterly, 2017, 38, 142-154.	0.7	10
94	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
95	From connoisseur luxury to mass luxury: Value co-creation and co-destruction in the online environment. Journal of Business Research, 2017, 81, 163-172.	5.8	122
96	Consumer socialization process: The role of age in children's online shopping behavior. Journal of Retailing and Consumer Services, 2017, 34, 38-47.	5.3	56
97	Consumer motives and impact of western media on the Moroccan luxury buyer. Journal of Retailing and Consumer Services, 2016, 32, 164-170.	5.3	16
98	Integrated Marketing Communications and Their Effects on Customer Switching Intention. Journal of Relationship Marketing, 2016, 15, 1-16.	2.8	14
99	Online Marketing Communications and Childhood's Intention to Consume Unhealthy Food. Australasian Marketing Journal, 2016, 24, 79-86.	3.5	23
100	The effects of service quality on internet service provider customersâ€™ behaviour. Asia Pacific Journal of Marketing and Logistics, 2016, 28, 435-463.	1.8	28
101	Dark motives-counterfeit purchase framework: Internal and external motives behind counterfeit purchase via digital platforms. Journal of Retailing and Consumer Services, 2016, 33, 82-91.	5.3	39
102	The impact of creative competence and project management on longevity of the client-advertising agency relationship. Journal of Business and Industrial Marketing, 2016, 31, 274-286.	1.8	12
103	Internet service providers' service quality and its effect on customer loyalty of different usage patterns. Journal of Retailing and Consumer Services, 2016, 29, 104-113.	5.3	60
104	Evaluating specific service quality aspects which impact on customersâ€™ behavioural loyalty in high-tech internet services. Asia Pacific Journal of Marketing and Logistics, 2016, 28, 141-159.	1.8	12
105	Marketing microcredit to bottom of the pyramid market. International Journal of Bank Marketing, 2016, 34, 191-215.	3.6	12
106	The Moderating Role of Age in Customer Loyalty Formation Process. Services Marketing Quarterly, 2016, 37, 52-70.	0.7	12
107	Enhancing corporate social responsibility through market orientation practices in bottom of pyramid markets: with special reference to microcredit institutions. Journal of Strategic Marketing, 2016, 24, 398-417.	3.7	17
108	Analysis of Consumersâ€™ Intention Values in the Choice of a Mobile Service Provider. Asian Journal of Business Research, 2016, 6, .	0.6	7

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109	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
110	Who Stays, Who Switches: Different Segments of Internet Service Customers. Asian Journal of Business Research, 2016, 6, .	0.6	0
111	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
112	The influence of relationship marketing orientation on brand equity in banks. Journal of Retailing and Consumer Services, 2015, 26, 14-22.	5.3	64
113	From Marketing Communications to Brand Management: Factors Influencing Relationship Quality and Customer Retention. Journal of Relationship Marketing, 2015, 14, 197-219.	2.8	30
114	The relationship between service quality, satisfaction, trust, value, commitment and loyalty of Internet service providers' customers. Journal of Global Scholars of Marketing Science, 2015, 25, 295-313.	1.4	57
115	Consumer behaviour in the Thai Internet Service Providers. Asian Journal of Business Research, 2015, 5, .	0.6	0
116	Achieving customer loyalty through service excellence in internet industry. International Journal of Quality and Service Sciences, 2014, 6, 274-289.	1.4	22
117	An empirical model of home internet services quality in Thailand. Asia Pacific Journal of Marketing and Logistics, 2014, 26, 190-210.	1.8	50
118	The development of service quality dimensions for internet service providers: Retaining customers of different usage patterns. Journal of Retailing and Consumer Services, 2014, 21, 1047-1058.	5.3	86
119	EVALUATING SPECIFIC SERVICE QUALITY DIMENSIONS WHICH IMPACT ON CUSTOMERS' BEHAVIOURAL LOYALTY IN HIGH-TECH INTERNET SERVICES. , 2014, , .		1
120	A CONCEPTUAL MODEL FOR MARKETERS' CONTRIBUTIONS TO CORPORATE SOCIAL RESPONSIBILITY PROGRAMS (CSR). , 2014, , .		0
121	CUSTOMER LOYALTY IN HIGH-TECH INTERNET SERVICES. , 2014, , .		0