

Kevin J Shanahan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12194997/publications.pdf>

Version: 2024-02-01

15
papers

313
citations

1040056

9
h-index

1199594

12
g-index

15
all docs

15
docs citations

15
times ranked

270
citing authors

#	ARTICLE	IF	CITATIONS
1	The Development of a Virtue Ethics Scale. <i>Journal of Business Ethics</i> , 2003, 42, 197-208.	6.0	101
2	Truths, Half-Truths, and Deception: Perceived Social Responsibility and Intent to Donate for a Nonprofit Using Implicature, Truth, and Duplicity in Print Advertising. <i>Journal of Advertising</i> , 2007, 36, 33-48.	6.6	37
3	The moderating role of religiosity on nonprofit advertising. <i>Journal of Business Research</i> , 2014, 67, 23-31.	10.2	35
4	Motivators and enablers of SCOURing: A study of online piracy in the US and UK. <i>Journal of Business Research</i> , 2010, 63, 1095-1102.	10.2	34
5	An exploratory study of desired hotel attributes for American tourists vacationing in China and Ireland. <i>Journal of Vacation Marketing</i> , 2007, 13, 107-118.	4.3	30
6	The Influence of Interactivity on Visit and Purchase Frequency: The Moderating Role of Website Informational Features. <i>Journal of Internet Commerce</i> , 2015, 14, 294-315.	5.5	16
7	Level of Agreement Between Sales Managers and Salespeople on the Need for Internal Virtue Ethics and a Direct Path from Satisfaction with Manager to Turnover Intent. <i>Journal of Business Ethics</i> , 2019, 159, 837-848.	6.0	15
8	The degree of congruency between roadside billboard advertisements and sought attributes of motels by US drive tourists. <i>Journal of Vacation Marketing</i> , 2003, 9, 381-395.	4.3	13
9	The Unintended Consequences of Using "Posers" in Nonprofit Public Service Announcements and Proposed Self-Regulatory Disclosure Solutions. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 219-231.	3.4	11
10	The Efficacy of the Use of Implicature and Actor Portrayal Labels by Non-Profits in Anti-Smoking Print Advertisements. <i>Journal of Current Issues and Research in Advertising</i> , 2008, 30, 65-78.	4.3	9
11	Student Identification of Academic Cheating Typology and the Link to Shoplifting Motivation. <i>Marketing Education Review</i> , 2013, 23, 163-178.	1.3	8
12	Nostalgia and Forestalgia: Insights, Evaluation, and Implications for Advertising and Product Typology. <i>Journal of Advertising</i> , 2023, 52, 193-210.	6.6	4
13	From Lions to Legos, Oh My! Learning and Innovation Go Hand in Hand. <i>Marketing Education Review</i> , 2010, 20, 7-8.	1.3	0
14	Measuring Systems of Virtues Development. <i>International Handbooks in Business Ethics</i> , 2017, , 723-747.	0.1	0
15	Measuring Systems of Virtues Development. , 2015, , 1-25.		0