

Adam J Karg

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/126385/publications.pdf>

Version: 2024-02-01

27
papers

794
citations

623188

14
h-index

676716

22
g-index

30
all docs

30
docs citations

30
times ranked

596
citing authors

#	ARTICLE	IF	CITATIONS
1	Sport and social media research: A review. <i>Sport Management Review</i> , 2015, 18, 166-181.	1.9	334
2	Managing co-creation in professional sports: The antecedents and consequences of ritualized spectator behavior. <i>Sport Management Review</i> , 2014, 17, 292-309.	1.9	45
3	Predicting which season ticket holders will renew and which will not. <i>European Sport Management Quarterly</i> , 2014, 14, 503-520.	2.3	43
4	Fantasy sport participation as a complement to traditional sport consumption. <i>Sport Management Review</i> , 2011, 14, 327-346.	1.9	42
5	Measuring season ticket holder satisfaction: Rationale, scale development and longitudinal validation. <i>Sport Management Review</i> , 2013, 16, 41-53.	1.9	41
6	Community-oriented practice: Examining corporate social responsibility and development activities in professional sport. <i>Sport Management Review</i> , 2019, 22, 363-378.	1.9	35
7	Social capital and sport events: spectator attitudinal change and the Homeless World Cup. <i>Sport in Society</i> , 2011, 14, 111-125.	0.8	28
8	Leveraging fans' global football allegiances to build domestic league support. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2010, 22, 67-89.	1.8	26
9	Sport Consumer Behavior Research: Improving Our Game. <i>Journal of Sport Management</i> , 2016, 30, 113-116.	0.7	24
10	Built to last: relationship quality management for season ticket holders. <i>European Sport Management Quarterly</i> , 2020, 20, 364-384.	2.3	24
11	“Game, Set, Match”: An exploration of congruence in Australian disability sport sponsorship. <i>Sport Management Review</i> , 2014, 17, 78-89.	1.9	23
12	Segmenting initial fans of a new team: A taxonomy of sport early adopters. <i>Journal of Consumer Behaviour</i> , 2016, 15, 136-148.	2.6	20
13	New Brands: Contextual Differences and Development of Brand Associations Over Time. <i>Journal of Sport Management</i> , 2019, 33, 133-147.	0.7	19
14	Channel Preferences Among Sport Consumers: Profiling Media-Dominant Consumers. <i>Journal of Sport Management</i> , 2019, 33, 303-316.	0.7	18
15	Female season ticket holders: how their satisfaction is derived differently from males. <i>European Sport Management Quarterly</i> , 2018, 18, 156-174.	2.3	17
16	Understanding Season Ticket Holder Attendance Decisions. <i>Journal of Sport Management</i> , 2021, 35, 239-253.	0.7	14
17	Quantifying the positive effects of sponsor level, length, prominence and relatedness on recall and residual recall rates over time. <i>Journal of Marketing Communications</i> , 2015, 21, 372-391.	2.7	9
18	The Effect of Digital Integrated Marketing Communications on Not-for-Profit Sport Consumption Behaviors. <i>Journal of Sport Management</i> , 2020, 34, 417-434.	0.7	9

#	ARTICLE	IF	CITATIONS
19	Predicting Season Ticket Holder Retention Using Rich Behavioral Data. Journal of Sport Management, 2021, 35, 426-439.	0.7	7
20	Predicting individual event attendance with machine learning: a "step-forward" approach. Applied Economics, 2022, 54, 3138-3153.	1.2	6
21	Using New Media to Engage Consumers at the Football World Cup. , 2014, , 25-46.		4
22	Framing the Ultimate Fighting Championship: an Australian media analysis. Sport in Society, 2016, 19, 923-941.	0.8	3
23	Exploring e-promotion in sport national governing bodies. International Journal of Sport Management and Marketing, 2018, 18, 376.	0.1	3
24	Olympic Sport Governance Structures: The Case of Two National Governing Bodies in Gymnastics. Case Studies in Sport Management, 2012, 1, 47-58.	0.1	0
25	Exploring e-promotion in sport national governing bodies. International Journal of Sport Management and Marketing, 2018, 18, 376.	0.1	0
26	Editorial: The Future of Sport Business. Frontiers in Sports and Active Living, 2021, 3, 839520.	0.9	0
27	The Effects of Sport Organization Messaging Bias on Consumers: A Gender Focus. International Journal of Sport Communication, 2022, , 1-15.	0.4	0