

Christoph Baumann

List of Publications by Year in descending order

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49
papers

1,353
citations

394286

19
h-index

360920

35
g-index

51
all docs

51
docs citations

51
times ranked

818
citing authors

#	ARTICLE	IF	CITATIONS
1	Prediction of attitude and behavioural intentions in retail banking. <i>International Journal of Bank Marketing</i> , 2007, 25, 102-116.	3.6	130
2	Determinants of customer loyalty and share of wallet in retail banking. <i>Journal of Financial Services Marketing</i> , 2005, 9, 231-248.	2.2	115
3	Modeling customer satisfaction and loyalty: survey data versus data mining. <i>Journal of Services Marketing</i> , 2012, 26, 148-157.	1.7	76
4	Modelling customer loyalty in financial services. <i>International Journal of Bank Marketing</i> , 2011, 29, 247-267.	3.6	75
5	Comparing the attitudes toward money, material possessions and savings of overseas Chinese vis-à-vis Chinese in China: convergence, divergence or cross-vergence, vis-à-vis "one size fits all"™ human resource management policies and practices. <i>International Journal of Human Resource Management</i> , 2009, 20, 2382-2401.	3.3	74
6	Competitiveness vis-à-vis service quality as drivers of customer loyalty mediated by perceptions of regulation and stability in steady and volatile markets. <i>Journal of Retailing and Consumer Services</i> , 2017, 36, 62-74.	5.3	68
7	Taboo tattoos? A study of the gendered effects of body art on consumers' attitudes toward visibly tattooed front line staff. <i>Journal of Retailing and Consumer Services</i> , 2016, 29, 31-39.	5.3	63
8	The role of brand exposure and experience on brand recall"Product durables vis-à-vis FMCG. <i>Journal of Retailing and Consumer Services</i> , 2015, 23, 21-31.	5.3	55
9	Brand competitiveness. <i>International Journal of Contemporary Hospitality Management</i> , 2018, 30, 637-660.	5.3	54
10	Thank you for the music " or not? The effects of in-store music in service settings. <i>Journal of Retailing and Consumer Services</i> , 2017, 36, 21-32.	5.3	50
11	School discipline, school uniforms and academic performance. <i>International Journal of Educational Management</i> , 2016, 30, 1003-1029.	0.9	46
12	The role of culture, competitiveness and economic performance in explaining academic performance: a global market analysis for international student segmentation. <i>Journal of Marketing for Higher Education</i> , 2011, 21, 181-201.	2.3	42
13	Work ethic formed by pedagogical approach: evolution of institutional approach to education and competitiveness. <i>Asia Pacific Business Review</i> , 2016, 22, 374-396.	2.0	42
14	Competitive Productivity (CP) at macro"meso"micro levels. <i>Cross Cultural and Strategic Management</i> , 2019, 26, 118-144.	1.0	36
15	Attenuating double jeopardy of negative country of origin effects and latecomer brand. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2014, 26, 54-77.	1.8	32
16	The role of secondary education in explaining competitiveness. <i>Asia Pacific Journal of Education</i> , 2016, 36, 13-30.	1.2	31
17	Competitiveness and workforce performance: Asia vis-à-vis the "West". <i>International Journal of Contemporary Hospitality Management</i> , 2016, 28, 2197-2217.	5.3	30
18	Corporate social responsibility in financial services. <i>International Journal of Bank Marketing</i> , 2013, 31, 420-439.	3.6	28

#	ARTICLE	IF	CITATIONS
19	Share of wallet in retail banking. <i>International Journal of Bank Marketing</i> , 2012, 30, 88-101.	3.6	25
20	Premium generic brand (PGB) choice vis-à-vis generic and national brands: A scenario comparison for self-use, family consumption and gift giving in a food versus non-food and cross-cultural context. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 492-501.	5.3	23
21	Asian ethnicity in the West: preference for Chinese, Indian and Korean service staff. <i>Asian Ethnicity</i> , 2015, 16, 380-398.	0.6	20
22	East Asian wisdom and relativity. <i>Cross Cultural and Strategic Management</i> , 2018, 25, 210-230.	1.0	20
23	Developing a new model for tracking brand equity as a measure of marketing effectiveness. <i>The Marketing Review</i> , 2011, 11, 323-336.	0.1	19
24	Confucianism: measurement and association with workforce performance. <i>Cross Cultural and Strategic Management</i> , 2018, 25, 337-374.	1.0	19
25	School discipline, investment, competitiveness and mediating educational performance. <i>International Journal of Educational Management</i> , 2017, 31, 293-319.	0.9	18
26	Graduate Business Education: Profiling Successful Students and Its Relevance for Marketing and Recruitment Policy. <i>Journal of Education for Business</i> , 2009, 84, 160-168.	0.9	17
27	Competitiveness <i>vis-à-vis</i> motivation and personality as drivers of academic performance. <i>International Journal of Educational Management</i> , 2018, 32, 185-202.	0.9	16
28	A behavioural long-term based measure to monitor the health of a brand. <i>Journal of Brand Management</i> , 2015, 22, 299-322.	2.0	14
29	Adoption of Environment-Friendly Cars: Direct vis-à-vis Mediated Effects of Government Incentives and Consumers' Environmental Concern across Global Car Markets. <i>Journal of Global Marketing</i> , 2018, 31, 282-291.	2.0	13
30	Relative importance of motivation, store patronage, and marketing efforts in driving cross-buying behaviors. <i>Journal of Strategic Marketing</i> , 2022, 30, 481-509.	3.7	12
31	What is unique about high performing students? Exploring personality, motivation and competitiveness. <i>Assessment and Evaluation in Higher Education</i> , 2021, 46, 1314-1326.	3.9	11
32	Editorial: Competitive productivity (CP): advancing the competitiveness paradigm. <i>Cross Cultural and Strategic Management</i> , 2021, 28, 1-18.	1.0	10
33	Consumer preferences for gender typicality in front-line services staff in the United States vis-à-vis South Korea: an experimental approach. <i>European Journal of Marketing</i> , 2020, 54, 1839-1864.	1.7	9
34	Using Student Reflections to Explore Curriculum Alignment. <i>Asian Social Science</i> , 2012, 8, .	0.1	6
35	A taxonomy of emotion and cognition for student reflection: introducing emo-cog. <i>Higher Education Research and Development</i> , 2019, 38, 1138-1153.	1.9	6
36	How do search ads induce and accelerate conversion? The moderating role of transaction experience and organizational type. <i>Journal of Business Research</i> , 2020, 116, 324-336.	5.8	6

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37	Cross-cultural management of money. International Journal of Cross Cultural Management, 2014, 14, 85-104.	1.3	5
38	Customers' savings rate and share of wallet: the moderating role of religion and ethnicity/immigrant generation vis-à-vis attitude as mediator. Journal of Strategic Marketing, 2018, 26, 400-416.	3.7	5
39	An exploration of university student perceptions of discipline. Higher Education, Skills and Work-based Learning, 2019, 10, 61-82.	0.9	5
40	F.I.R.S.T: Principles of Discipline for 21st Century Skills. , 2020, , 265-289.		5
41	The impact of brand health on customer equity. Journal of Retailing and Consumer Services, 2016, 33, 8-16.	5.3	4
42	Fairness perception of ancillary fees: Industry differences and communication strategies. Journal of Retailing and Consumer Services, 2020, 55, 102092.	5.3	3
43	The skill of discipline – measuring F.I.R.S.T discipline principles in higher education. Higher Education, Skills and Work-based Learning, 2020, 11, 258-281.	0.9	2
44	Employee voice and perceived attractiveness: are less attractive employees ignored in the workplace?. Journal of Participation and Employee Ownership, 2021, 4, 26-41.	0.5	2
45	Assessing Ad-Spend Patterns To Predict Brand Health: A Model for Advertisers to Determine Future Advertising-Budgeting Strategies. Journal of Advertising Research, 2016, 56, 169.	1.0	2
46	Toward understanding Convergence and Divergence: Inter-ocular testing of traditional philosophies, economic orientation, and religiosity/spirituality. Journal of Business Research, 2022, 139, 1335-1352.	5.8	2
47	Developing Sustainability Discourse Skills for Business. , 2020, , 291-314.		1
48	Asian banking research – a guest editorial. International Journal of Bank Marketing, 2013, 31, .	3.6	1
49	A Behavioural Brand Evaluation Typology to Measure Brand Performance over Time. International Journal of Business and Management, 2015, 10, .	0.1	0