

Nnamdi O Madichie

List of Publications by Year in descending order

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Version: 2024-02-01

96
papers

1,157
citations

471061

17
h-index

525886

27
g-index

107
all docs

107
docs citations

107
times ranked

711
citing authors

#	ARTICLE	IF	CITATIONS
1	Between Handholding and Hand-held Devices: Marketing Through Smartphone Innovation and Women's Entrepreneurship in Post Conflict Economies in Times of Crisis. Information Systems Frontiers, 2023, 25, 401-423.	4.1	10
2	The role of universities in scaling up informal entrepreneurship. Industry and Higher Education, 2023, 37, 94-109.	1.4	8
3	Public Sector Restructuring and Public-Private Partnerships in Africa. Palgrave Studies of Public Sector Management in Africa, 2022, , 239-270.	0.2	0
4	COVID-19 pandemic and entrepreneurial intention among university students: a contextualisation of the Igbo Traditional Business School. African Journal of Economic and Management Studies, 2022, 13, 89-104.	0.5	8
5	Consumer intentions, reactance and the marketing implications of policy induced mergers and acquisitions in financial services. International Journal of Bank Marketing, 2022, ahead-of-print, .	3.6	1
6	Africa in the Age of Digitalisation. , 2022, , 57-70.		1
7	Re-engaging with Europe and the Commonwealth in a Post-Brexit Era. , 2022, , 43-53.		0
8	The African Creative Industry in a Free Trade Area. , 2022, , 29-42.		0
9	Introduction to the Landscape of Creative Industries in Africa. , 2022, , 3-12.		0
10	Value Co-creation of Places and Spaces in Africa's Creative Hubs. , 2022, , 91-108.		0
11	Decolonising research approaches towards non-extractive research. Qualitative Market Research, 2022, 25, 453-468.	1.0	8
12	Management education trends and gaps – A case study of a community education provision in London (UK). International Journal of Management Education, 2021, 19, 100299.	2.2	3
13	Keeping customers' data secure: A cross-cultural study of cybersecurity compliance among the Gen-Mobile workforce. Computers in Human Behavior, 2021, 114, 106531.	5.1	56
14	Going with the flow: smart shopping malls and omnichannel retailing. Journal of Services Marketing, 2021, 35, 325-348.	1.7	35
15	Oppan Gangnam style! A series of accidents – place branding, entrepreneurship and pop culture. Journal of Research in Marketing and Entrepreneurship, 2021, 23, 103-121.	0.7	1
16	Investigating the Dialogic Communications Potential of the Botswana Trade and Investment Centre Website for Destination Branding. Journal for Labour Market Research, 2021, , 89-106.	0.6	0
17	The – of Regional Integration: What Do Underlying Interstate Preferences Hold for the ECOWAS Union?. Politics and Policy, 2021, 49, 280-308.	0.6	5
18	Entrepreneurship and the Informal Sector: Challenges and Opportunities for African Business Development. Journal of African Business, 2021, 22, 441-447.	1.3	11

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19	Digital transformation in West Africa: a two country, two-sector analysis. <i>Journal of Enterprising Communities</i> , 2021, 15, 246-257.	1.6	9
20	Employees' behavioural intention to smartphone security: A gender-based, cross-national study. <i>Computers in Human Behavior</i> , 2020, 104, 106184.	5.1	52
21	Entrepreneurial Intentions Amongst African Students: A Case Study of the University of Education, Winneba, Ghana. , 2020, , 169-190.		1
22	Transgenerational business legacies and intergenerational succession among the Igbos (Nigeria). <i>Small Enterprise Research: the Journal of SEAAZ</i> , 2020, 27, 165-179.	1.1	15
23	Consuming Passion for fashion, identity construction & entrepreneurial emergence at the bottom of the pyramid. <i>Small Enterprise Research: the Journal of SEAAZ</i> , 2020, 27, 195-222.	1.1	4
24	The role of institutional and family embeddedness in the failure of Sub-Saharan African migrant family businesses. <i>International Journal of Entrepreneurship and Innovation</i> , 2020, 21, 237-249.	1.4	25
25	Marketing in the informal economy. , 2020, , 412-428.		3
26	Determinants of livelihood choices and artisanal entrepreneurship in Nigeria. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2019, 25, 674-697.	2.3	31
27	The Impact of New Media (Digital) and Globalisation on Nollywood. <i>Palgrave Studies of Entrepreneurship in Africa</i> , 2019, , 89-121.	0.2	5
28	What Next for Digital Entrepreneurship in Sub-Saharan Africa?. <i>Palgrave Studies of Entrepreneurship in Africa</i> , 2019, , 221-240.	0.2	3
29	Commonomics: Rhetoric and Reality of the African Growth Tragedy. <i>Contributions To Management Science</i> , 2019, , 17-32.	0.4	1
30	Are retailers 'bagging' the carrier bag levy in England? An exploratory enquiry. <i>Journal of Environmental Management</i> , 2019, 233, 845-853.	3.8	6
31	Impact assessment of funding on technology acquisition by small businesses. <i>Journal of Enterprising Communities</i> , 2019, 13, 145-166.	1.6	5
32	Regulatory Challenges in Sub-Saharan Africa and Marketing Malpractices of 'Big Tobacco'. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2019, , 101-123.	0.7	2
33	Keeping it in the family: exploring Igbo ethnic entrepreneurial behaviour in Nigeria. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2018, 26, 34-53.	2.3	34
34	Nascent multinationals from West Africa. <i>International Marketing Review</i> , 2018, 35, 683-708.	2.2	16
35	The Evaluation of CSR and Social Value Practices Among UK Commercial and Social Enterprises. <i>Entrepreneurial Business and Economics Review</i> , 2018, 6, 37-52.	1.2	17
36	Acquisitions of Financially Constrained Targets. <i>Journal of Social Sciences Research</i> , 2018, , 1-10.	0.1	0

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37	The entrepreneurial university: an exploration of "value-creation" in a non-management department. Journal of Management Development, 2017, 36, 196-216.	1.1	7
38	Accounting-marketing integration dimensions and antecedents: insights from a frontier market. Journal of Business and Industrial Marketing, 2017, 32, 1144-1158.	1.8	21
39	Revisiting the European Horsemeat Scandal: The Role of Power Asymmetry in the Food Supply Chain Crisis. Thunderbird International Business Review, 2017, 59, 663-675.	0.9	22
40	Highlife Music in West Africa: Down Memory Lane. Management Research Review, 2017, 40, 116-119.	1.5	2
41	On the competitiveness of Africa " a paradoxical economic region - research. African Journal of Business and Economic Research, 2017, 12, 5-10.	0.2	4
42	The business of saving lives in Sub-Saharan Africa (SSA) - a social imperative? Insights from "The Global Soap Project". Journal of Enterprising Communities, 2016, 10, 321-342.	1.6	10
43	Re-branding the Nigerian Professional Football League: open play or dead ball?. Marketing Intelligence and Planning, 2016, 34, 256-280.	2.1	8
44	An Interrogation of Accounting"Marketing Interface in UK Financial Services Organisations: Mixing Cats with Dogs?. Australasian Marketing Journal, 2016, 24, 214-225.	3.5	9
45	An exploratory insight into the workplace demographic challenges in the public sector. Employee Relations, 2016, 38, 859-885.	1.5	9
46	Property development and the unresolved housing issue in northern Nigeria. African Journal of Economic and Management Studies, 2016, 7, 568-591.	0.5	3
47	Consumer Protection in Sub-Saharan Africa. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2016, , 311-333.	0.7	1
48	Standardisation/adaptation of the curriculum - relevance of 'Western' business textbooks for the MENA. International Journal of Business and Emerging Markets, 2015, 7, 380.	0.1	4
49	Rebranding Thailand through football - food for thought?. International Journal of Entrepreneurship and Small Business, 2015, 25, 1.	0.2	6
50	An overview of higher education in the Arabian Gulf. International Journal of Business and Emerging Markets, 2015, 7, 326.	0.1	7
51	The European 'horsemeat scandal': A welcome opportunity for the <I>halal</I> supply chain?. Journal of Customer Behavior, 2015, 14, 63-82.	0.0	8
52	A critical analysis of the "dialogic communications" potential of sub-Saharan African Police Service websites. Public Relations Review, 2014, 40, 338-350.	1.9	35
53	A Reconceptualization of Entrepreneurial Orientation in an Emerging Market Insurance Company. Journal of African Business, 2013, 14, 202-214.	1.3	16
54	Is the Middle East the land of the future? It is not a given!. Foresight, 2013, 15, 321-333.	1.2	14

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55	City brand challenge 101: Sharjah in a globalised UAE context. International Journal of Business and Globalisation, 2013, 11, 63.	0.1	6
56	Sex in the kitchen: changing gender roles in a female-dominated occupation. International Journal of Entrepreneurship and Small Business, 2013, 18, 90.	0.2	9
57	An exploratory enquiry into the internationalisation of higher education in the United Arab Emirates. The Marketing Review, 2013, 13, 83-99.	0.1	14
58	An initial assessment of e-governance and public sector marketing in the UAE. International Journal of Business and Emerging Markets, 2013, 5, 234.	0.1	5
59	Ode to a "€million dollar" question: does the future of football lie in the Middle East?. Management Decision, 2013, 51, 1839-1860.	2.2	19
60	From 'Fair Play' to 'Serious Play': Any Leadership Lessons from The Russian Football League?. SSRN Electronic Journal, 2013, , .	0.4	0
61	Broken Silence: A Commentary on Women's Entrepreneurship in the United Arab Emirates. International Journal of Entrepreneurship and Innovation, 2012, 13, 81-92.	1.4	40
62	A dialogic communications interrogation of the online brand dispositions of banks operating in Ghana. International Journal of Bank Marketing, 2012, 30, 508-526.	3.6	30
63	The road to Rio and the UAE sustainability question: an initial assessment of the Green Sheikh's message. Journal for Global Business Advancement, 2012, 5, 260.	0.3	2
64	IRENA " Masdar City (UAE) " exemplars of innovation into emerging markets. Foresight, 2011, 13, 34-47.	1.2	16
65	"Made in" Nigeria or "owned by" Ireland?. Management Decision, 2011, 49, 1612-1622.	2.2	7
66	Setting an agenda for women entrepreneurship in Nigeria. Gender in Management, 2011, 26, 212-219.	1.1	6
67	The "€bold and the beautiful" of the UAE retail environment. Marketing Intelligence and Planning, 2011, 29, 593-601.	2.1	15
68	Marketing Senegal through hip-hop " a discourse analysis of Akon's music and lyrics. Journal of Place Management and Development, 2011, 4, 169-197.	0.7	20
69	A preliminary assessment of Middle East investments in sub-Saharan Africa: Insights from the mobile telecom sector. Thunderbird International Business Review, 2011, 53, 79-92.	0.9	7
70	Self-service at UAE petrol forecourts: marketing in unfamiliar terrain?. International Journal of Business and Globalisation, 2011, 6, 104.	0.1	0
71	Sharjah Football Club (UAE): still kings?. Emerald Emerging Markets Case Studies, 2011, 1, 1-9.	0.1	2
72	Corporate social responsibility activity reportage on bank websites in Ghana. International Journal of Bank Marketing, 2010, 28, 498-518.	3.6	110

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73	Supporting black businesses: narratives of support providers in London. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2010, 16, 561-580.	2.3	28
74	The innovation dilemma of the Ghanaian textile industry. <i>International Journal of Entrepreneurship and Innovation Management</i> , 2010, 11, 228.	0.1	3
75	Business incubation in the UAE: prospects for enterprise development. <i>International Journal of Entrepreneurship and Innovation Management</i> , 2010, 12, 291.	0.1	5
76	51 Iweka Road (Onitsha, Nigeria): could this single African address redefine business cluster development?. <i>World Review of Entrepreneurship, Management and Sustainable Development</i> , 2010, 6, 229.	0.2	13
77	The Nigerian movie industry "Nollywood" a nearly perfect marketing case study. <i>Marketing Intelligence and Planning</i> , 2010, 28, 625-649.	2.1	19
78	Microcredit for microenterprises?. <i>Gender in Management</i> , 2010, 25, 301-319.	1.1	17
79	Breaking the Glass Ceiling in Nigeria: A Review of Women's Entrepreneurship. <i>Journal of African Business</i> , 2009, 10, 51-66.	1.3	31
80	A theoretical review of the property development challenges in Nigeria. <i>International Journal of Business and Emerging Markets</i> , 2009, 1, 296.	0.1	3
81	London's congestion charging scheme and the growth and survival of the minicab sector. <i>International Journal of Entrepreneurship and Small Business</i> , 2009, 8, 361.	0.2	0
82	Management implications of foreign players in the English Premiership League football. <i>Management Decision</i> , 2009, 47, 24-50.	2.2	37
83	CHALLENGES OF INTERNET ADOPTION OF BANKS IN GHANA. , 2009, , 345-360.		0
84	Marketing theory and practice: the case of the Egg Card. <i>Marketing Intelligence and Planning</i> , 2009, 27, 926-944.	2.1	7
85	"Mind the gaps" between the marketing theory train and the marketing practice platform: the case of Egg Card. <i>The Marketing Review</i> , 2009, 9, 39-62.	0.1	6
86	Professional sports: a new "services" consumption mantra in the United Arab Emirates (UAE). <i>The Marketing Review</i> , 2009, 9, 301-318.	0.1	9
87	Event Studies: Theory, Research and Policy for Planned Events. <i>Management Decision</i> , 2009, 47, 1665-1666.	2.2	1
88	Consumer Behavior: Buying, Having, and Being (8th ed.). <i>Management Decision</i> , 2009, 47, 845-848.	2.2	15
89	Entrepreneurial and cultural dynamics: a gender kaleidoscope of Ugandan microenterprises. <i>International Journal of Entrepreneurship and Small Business</i> , 2008, 5, 337.	0.2	12
90	Cultural determinants of entrepreneurial emergence in a typical sub-Saharan African context. <i>Journal of Enterprising Communities</i> , 2008, 2, 285-299.	1.6	35

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91	An evaluation of the uneasy transition towards social enterprise UK. International Journal of Management and Enterprise Development, 2008, 5, 393.	0.1	0
92	Nigerian restaurants in London: bridging the experiential perception/expectation gap. International Journal of Business and Globalisation, 2007, 1, 258.	0.1	15
93	Better Off Out? The Costs and Benefits of Sub-Saharan Africa's Membership of the World Trade Organization. Journal of African Business, 2007, 8, 5-30.	1.3	6
94	Corruption in Nigeria: how effective is the corruption perception index in highlighting the economic malaise?. World Review of Science, Technology and Sustainable Development, 2005, 2, 320.	0.3	13
95	Demarketing of Higher Education - Thinking Out of the Box or Out of Focus?. SSRN Electronic Journal, 0, , .	0.4	2
96	The 'Road to Rio' & the UAE Sustainability Question – An Initial Assessment of the Green Sheikh™s Message. SSRN Electronic Journal, 0, , .	0.4	0