

Fabio Cassia

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

46
papers

513
citations

14
h-index

20
g-index

50
ext. papers

671
ext. citations

3.5
avg, IF

4.79
L-index

#	Paper	IF	Citations
46	Antecedents of professionals' self-efficacy in professional service firms: effects of external source credibility and content quality. <i>Journal of Business and Industrial Marketing</i> , 2021 , 36, 187-198	3	0
45	Effects of agritourism businesses' strategies to cope with the COVID-19 crisis: The key role of corporate social responsibility (CSR) behaviours. <i>Journal of Cleaner Production</i> , 2021 , 325, 129292	10.3	6
44	Cross-border e-commerce as a foreign market entry mode among SMEs: the relationship between export capabilities and performance. <i>Review of International Business and Strategy</i> , 2021 , ahead-of-print,	1.9	2
43	Fairness and behavioral intentions in discrete B2B transactions: a study of small business firms. <i>Journal of Business and Industrial Marketing</i> , 2021 , 36, 129-141	3	0
42	Factors affecting the choices of adoption/non-adoption of future technologies during coronavirus pandemic. <i>Technological Forecasting and Social Change</i> , 2021 , 169, 120814	9.5	3
41	Sustainability implementation in restaurants: A comprehensive model of drivers, barriers, and competitiveness-mediated effects on firm performance. <i>International Journal of Hospitality Management</i> , 2020 , 87, 102510	8.3	21
40	Manufacturing is coming home—does reshoring improve perceived product quality?. <i>TQM Journal</i> , 2020 , 32, 1099-1113	3.4	2
39	Finding a way towards high-quality, accessible tourism: the role of digital ecosystems. <i>TQM Journal</i> , 2020 , 33, 205-221	3.4	11
38	A framework to manage business-to-business branding strategies. <i>EuroMed Journal of Business</i> , 2019 , 14, 110-122	3.9	13
37	Understanding the weak signals of demand in a mature tourist destination: The contribution of a sustainable approach. <i>Journal of Cleaner Production</i> , 2019 , 219, 775-785	10.3	7
36	Assessing the Power of Social Media Influencers. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2019 , 169-186	0.3	
35	Territory, firms and value co-creation synergies. <i>Journal of Place Management and Development</i> , 2019 , 12, 197-208	1.8	8
34	Sales capabilities in the wine industry: an analysis of the current scenario and emerging trends. <i>British Food Journal</i> , 2019 , 121, 3380-3395	2.8	1
33	Establishing thought leadership through social media in B2B settings: effects on customer relationship performance. <i>Journal of Business and Industrial Marketing</i> , 2019 , 35, 437-446	3	8
32	From vehicle suppliers to value co-creators: the evolving role of Italian motorhome manufacturers. <i>Current Issues in Tourism</i> , 2019 , 22, 218-236	5.8	8
31	The excellence of patient-centered healthcare. <i>TQM Journal</i> , 2018 , 30, 153-167	3.4	26
30	Please write a (great) online review for my hotel!!—Guests' reactions to solicited reviews. <i>Journal of Vacation Marketing</i> , 2018 , 24, 148-158	3.4	20

29	Exploring city image: residents versus tourists perceptions. <i>TQM Journal</i> , 2018 , 30, 476-489	3.4	13
28	The impact of social media influencers in tourism. <i>Anatolia</i> , 2018 , 29, 288-290	2.2	52
27	Industry-based issues in the provision of hearing aids in Italy. <i>World Review of Entrepreneurship, Management and Sustainable Development</i> , 2018 , 14, 377	0.6	
26	Accommodation prices on Airbnb: effects of host experience and market demand. <i>TQM Journal</i> , 2018 , 30, 608-620	3.4	38
25	Marketing performance measurement in hotels, travel agencies and tour operators: a study of current practices. <i>Current Issues in Tourism</i> , 2017 , 20, 339-345	5.8	13
24	Impact of voluntary product recalls on utilitarian and hedonic attitudes: Is it the same for all brands?. <i>Australian Journal of Management</i> , 2017 , 42, 161-174	2.6	9
23	Adoption and impact of marketing performance assessment systems among travel agencies. <i>International Journal of Contemporary Hospitality Management</i> , 2017 , 29, 1133-1147	7.5	7
22	The effects of goods-related and service-related B2B brand images on customer loyalty. <i>Journal of Business and Industrial Marketing</i> , 2017 , 32, 722-732	3	17
21	Developing a comprehensive brand evaluation system with the support of TRIZ to formulate brand strategies. <i>International Journal of Business Excellence</i> , 2017 , 11, 38	0.7	2
20	Children perceptions of emotional and rational appeals in social advertisements. <i>Young Consumers</i> , 2017 , 18, 261-277	2.4	9
19	Evaluating the outcomes of service ecosystems. <i>TQM Journal</i> , 2017 , 29, 834-846	3.4	15
18	Marketing issues for business-to-business firms entering emerging markets. <i>International Journal of Emerging Markets</i> , 2015 , 10, 141-155	2.3	19
17	TMT international orientation and firm internationalisation: evidence from Italy. <i>International Journal of Management Practice</i> , 2015 , 8, 296	0.5	1
16	The perceived effectiveness of social couponing campaigns for hotels in Italy. <i>International Journal of Contemporary Hospitality Management</i> , 2015 , 27, 1598-1617	7.5	8
15	Service-based vs. goods-based positioning of the product concept. <i>TQM Journal</i> , 2015 , 27, 247-255	3.4	16
14	Mutual value creation in component co-branding relationships. <i>Management Decision</i> , 2015 , 53, 1883-1898	4	9
13	Public administrators' engagement in services co-creation: factors that foster and hinder organisational learning about citizens. <i>Total Quality Management and Business Excellence</i> , 2015 , 26, 1161-1172	2.7	16
12	Services branding: is it a matter of gender?. <i>TQM Journal</i> , 2014 , 26, 75-87	3.4	5

11	Exploring Client Adherence Factors Related to Clinical Outcomes. <i>Australasian Marketing Journal</i> , 2014 , 22, 197-204	5	1
10	Factors that influence intent to adopt a hearing aid among older people in Italy. <i>Health and Social Care in the Community</i> , 2014 , 22, 612-22	2.6	12
9	SMEs' switching behavior in the natural gas market. <i>TQM Journal</i> , 2014 , 26, 300-307	3.4	7
8	Exploring the antecedents of born-global companies' international development. <i>International Entrepreneurship and Management Journal</i> , 2014 , 10, 67-79	4.9	32
7	The Perceptions of Italian Farmers' Market Shoppers and Strategic Directions for Customer-Company-territory Interaction (CCTI). <i>Procedia, Social and Behavioral Sciences</i> , 2012 , 58, 1008-1017		20
6	Business-to-Business Branding: A Review and Assessment of the Impact of Non-Attribute-Based Brand Beliefs on Buyer's Attitudinal Loyalty. <i>Canadian Journal of Administrative Sciences</i> , 2012 , 29, 242-254	1.2	16
5	The Role of External Indicators in Measuring the Service Performance of Local Governments 2012 , 141-156		
4	Differences between public administrators' and elected officials' perspectives on the role of the citizen in service quality improvement processes. <i>TQM Journal</i> , 2011 , 23, 550-559	3.4	12
3	Public services co-production: exploring the role of citizen orientation. <i>International Journal of Quality and Service Sciences</i> , 2009 , 1, 334-343	1.9	26
2	Firms' responses to the COVID-19 crisis in the tourism industry: effects on customer loyalty and economic performance. <i>Anatolia</i> , 1-3	2.2	1
1	The influence of PSA's likeability on children's intentions to eat healthy food. <i>International Review on Public and Nonprofit Marketing</i> , 1	1.6	0