

Brian Jones

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1999327/publications.pdf>

Version: 2024-02-01

25
papers

825
citations

840776

11
h-index

713466

21
g-index

25
all docs

25
docs citations

25
times ranked

575
citing authors

#	ARTICLE	IF	CITATIONS
1	Enterprise education as pedagogy. <i>Education and Training</i> , 2010, 52, 7-19.	3.1	224
2	Corporate irresponsibility and corporate social responsibility: competing realities. <i>Social Responsibility Journal</i> , 2009, 5, 300-310.	2.9	140
3	Corporate reputation in the era of Web 2.0: the case of Primark. <i>Journal of Marketing Management</i> , 2009, 25, 927-939.	2.3	135
4	Perceptions and perspectives: corporate social responsibility and the media. <i>Journal of Communication Management</i> , 2007, 11, 348-370.	2.3	70
5	Social media: the Wild West of CSR communications. <i>Social Responsibility Journal</i> , 2015, 11, 290-305.	2.9	46
6	Enterprise and entrepreneurship education: towards a comparative analysis. <i>Journal of Enterprising Communities</i> , 2014, 8, 34-50.	2.5	40
7	Developing an entrepreneurial life skills summer school. <i>Innovations in Education and Teaching International</i> , 2006, 43, 233-244.	2.5	32
8	Entrepreneurial marketing and the Web 2.0 interface. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2010, 12, 143-152.	1.2	32
9	Facebook: a blessing or a curse for grocery stores?. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 1242-1259.	4.7	19
10	Entrepreneurship education and Web 2.0. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2009, 11, 66-77.	1.2	18
11	Introduction: CSR Communication as an Emerging Field of Study. <i>Critical Studies on Corporate Responsibility, Governance and Sustainability</i> , 2014, , 3-21.	0.0	11
12	Networks and marketing in small professional service businesses. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2015, 17, 193-211.	1.2	11
13	Dialogue on Facebook pages of grocery stores: Customer engagement or customer enagement?. <i>Journal of Marketing Communications</i> , 2019, 25, 861-883.	4.0	11
14	Case study: international development in Ukraine. <i>Journal of Enterprising Communities</i> , 2008, 2, 387-401.	2.5	7
15	Corporate social irresponsibility: The role of government and ideology. <i>Critical Studies on Corporate Responsibility, Governance and Sustainability</i> , 2010, , 57-75.	0.0	6
16	The Challenging Concept of Corporate Social Irresponsibility: An Introduction. <i>Critical Studies on Corporate Responsibility, Governance and Sustainability</i> , 2012, , 3-20.	0.0	5
17	Customer engagement manifestations on Facebook pages of Tesco and Walmart. , 2015, , ,		5
18	The "brand" of the Catholic Church in England and Wales: Challenges and opportunities for communications. <i>Journal of Public Affairs</i> , 2019, 19, e1881.	3.1	4

#	ARTICLE	IF	CITATIONS
19	Strategy for succession in family owned small businesses as a wicked problem to be tamed. <i>Vezetésstudomány / Budapest Management Review</i> , 2016, 47, 4-15.	0.5	4
20	Leeds Shopping Week: a case study. <i>Journal of Place Management and Development</i> , 2011, 4, 272-281.	1.5	3
21	Leeds and the Northern Arts Prize. <i>Journal of Place Management and Development</i> , 2014, 7, 247-258.	1.5	1
22	The Rhetoric and Realities of Internet Technologies on Trade Union Marketing. <i>International Journal of Technology and Human Interaction</i> , 2021, 17, 1-22.	0.4	1
23	The Critical State of Corporate Social Responsibility in Europe: An Introduction. <i>Critical Studies on Corporate Responsibility, Governance and Sustainability</i> , 2018, , 3-13.	0.0	0
24	Generating Customer Engagement and Customer Enragement on Facebook Pages of Tesco and Walmart. <i>Lecture Notes in Computer Science</i> , 2016, , 146-156.	1.3	0
25	Towards a Framework for Higher Education Curriculum for Small Family Business. <i>New Teaching Resources for Management in A Globalised World</i> , 2022, , 253-282.	0.6	0