

# Lorelle Frazer

## List of Publications by Year in descending order

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Version: 2024-02-01

48  
papers

976  
citations

394421

19  
h-index

477307

29  
g-index

50  
all docs

50  
docs citations

50  
times ranked

355  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Western franchise in Shanghai, China: a late entrant's success. <i>Journal of Strategic Marketing</i> , 2022, 30, 606-626.	5.5	2
2	Franchisee advisory councils and justice: franchisees finding their voice. <i>Journal of Strategic Marketing</i> , 2022, 30, 201-220.	5.5	5
3	E-commerce structures for retail and service franchises. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, 33, 1292-1308.	3.2	7
4	The experience of regret in small business failure: who's to blame?. <i>European Journal of Marketing</i> , 2021, 55, 2201-2238.	2.9	4
5	Surviving an economic downturn: Dynamic capabilities of SMEs. <i>Journal of Business Research</i> , 2021, 128, 109-123.	10.2	65
6	What to expect after the honeymoon: evolutionary psychology of part-time franchising. <i>Journal of Strategic Marketing</i> , 2020, 28, 702-726.	5.5	8
7	Female franchisees; a lost opportunity for franchising sector growth?. <i>Journal of Strategic Marketing</i> , 2020, 28, 107-122.	5.5	8
8	Understanding Cultural Diversity in Franchising: Recommendations and Implications for Recruitment of Migrant Franchisees. , 2020, , 53-71.		1
9	A model of entrepreneurship education in franchising – application of outside-in marketing with a behavioural focus. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 116-133.	3.0	4
10	Collaboration, communication, support, and relationships in the context of e-commerce within the franchising sector. <i>Journal of Strategic Marketing</i> , 2020, , 1-23.	5.5	6
11	Franchise Risk Ecology: A Risk Ecology for Analyzing, Mitigating, and Pricing Franchisee-contracted Risks. , 2020, , 117-131.		0
12	Relationship marketing in franchising and retailing. <i>Journal of Strategic Marketing</i> , 2020, , 1-2.	5.5	1
13	Encouraging Indigenous Self-Employment in Franchising. <i>Contributions To Management Science</i> , 2019, , 69-87.	0.5	6
14	The Effects of E-Commerce on Franchising: Practical Implications and Models. <i>Australasian Marketing Journal</i> , 2019, 27, 158-168.	5.4	14
15	Work Hard, Play Hard: Work-Life Balance in Small Business. <i>Contributions To Management Science</i> , 2019, , 195-213.	0.5	3
16	The Adequacy of Pre-purchase Due Diligence in Independent Small Business and Franchising. <i>Australian Accounting Review</i> , 2018, 28, 127-139.	4.6	1
17	Predicting Organizational Form Choice from Pre-Entry Characteristics of Franchisees. <i>Australasian Marketing Journal</i> , 2018, 26, 49-58.	5.4	9
18	Building franchisee trust in their franchisor: insights from the franchise sector. <i>Qualitative Market Research</i> , 2016, 19, 65-83.	1.5	19

#	ARTICLE	IF	CITATIONS
19	Franchisor Insolvency in Australia: Profiles, Factors, and Impacts. <i>Journal of Marketing Channels</i> , 2015, 22, 311-332.	0.4	9
20	PROCESSIONAL ANTECEDENTS OF PERCEIVED CHANNEL CONFLICT IN FRANCHISING. <i>Journal of Business Economics and Management</i> , 2014, 15, 316-334.	2.4	17
21	The effect of pre-entry information on relational outcomes in franchising. <i>European Journal of Marketing</i> , 2014, 48, 193-217.	2.9	22
22	Examining the Role of Franchisee Normative Expectations in Relationship Evaluation. <i>Journal of Retailing</i> , 2013, 89, 219-230.	6.2	45
23	Internal branding: Franchisor leadership as a critical determinant. <i>Journal of Business Research</i> , 2013, 66, 158-164.	10.2	41
24	Internationalization Modeling: A Comparative Analysis of American and Australian Franchise Firms. <i>Journal of Marketing Channels</i> , 2012, 19, 77-97.	0.4	12
25	What went wrong? Franchisors and franchisees disclose the causes of conflict in franchising. <i>Qualitative Market Research</i> , 2012, 15, 87-103.	1.5	35
26	Pioneering Asian Franchise Brands: Pho24 in Vietnam. <i>Journal of Marketing Channels</i> , 2012, 19, 295-309.	0.4	9
27	What Prospective Franchisees Are Seeking. <i>Journal of Marketing Channels</i> , 2010, 17, 69-87.	0.4	20
28	New perspectives on the causes of franchising conflict in Australia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2010, 22, 135-155.	3.2	42
29	The Effective Delivery of Franchisor Services: A Comparison of U.S. and German Support Practices for Franchisees. <i>Journal of Marketing Channels</i> , 2008, 15, 315-335.	0.4	30
30	McCafe: The McDonald's co-branding experience. <i>Journal of Brand Management</i> , 2007, 14, 442-457.	3.5	24
31	Power and control in the franchise network: an investigation of ex-franchisees and brand piracy. <i>Journal of Marketing Management</i> , 2007, 23, 1037-1054.	2.3	25
32	Mature franchise systems use multiple unit franchising to leverage learning economies and sustain systemwide growth. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2007, 19, 107-126.	3.2	23
33	A Multiple Case Analysis of Franchised Co-Branding. <i>Australasian Marketing Journal</i> , 2007, 15, 68-80.	5.4	7
34	Franchisors do their homework before entering international markets: Experiences from the Australian franchising sector. <i>International Entrepreneurship and Management Journal</i> , 2007, 3, 437-452.	5.0	21
35	The Domino Effect: How Ansett Airlines' Failure Impacted on Traveland Franchisees. <i>SSRN Electronic Journal</i> , 2006, , .	0.4	0
36	Entrepreneurial franchisees have hidden superior marketing systems. <i>Qualitative Market Research</i> , 2006, 9, 73-85.	1.5	22

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37	Investment incentives for single and multiple unit franchisees. <i>Qualitative Market Research</i> , 2006, 9, 225-242.	1.5	37
38	Australian Franchisor Websites: Moving towards Network Behaviour. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2006, 1, 56-64.	5.7	14
39	Exits and expectations: why disappointed franchisees leave. <i>Journal of Business Research</i> , 2005, 58, 1534-1542.	10.2	72
40	The Impact of Internet Use on Inter-Firm Relationships in Australian Service Industries. <i>Australasian Marketing Journal</i> , 2003, 11, 10-22.	5.4	20
41	Servicing customers directly. <i>European Journal of Marketing</i> , 2003, 37, 594-613.	2.9	22
42	Predicting Multiple Unit Franchising. <i>Journal of Marketing Channels</i> , 2003, 10, 53-82.	0.4	40
43	Introducing Franchising Regulation. <i>Journal of Marketing Channels</i> , 2002, 10, 39-56.	0.4	21
44	Causes of disruption to franchise operations. <i>Journal of Business Research</i> , 2001, 54, 227-234.	10.2	47
45	Assessing Franchising Sector Maturity: Australian Evidence. <i>Australasian Marketing Journal</i> , 2000, 8, 33-46.	5.4	20
46	A Case Study on the Informational Efficiency of Markets: The Market for Horse Racing in Australia. <i>Journal of Gambling Studies</i> , 1998, 14, 401-411.	1.6	0
47	Innovative Fee Structures by Australian Franchisors. <i>Small Enterprise Research: the Journal of SEANZ</i> , 1998, 6, 10-30.	1.9	8
48	Motivations for franchisors to use flat continuing franchise fees. <i>Journal of Consumer Marketing</i> , 1998, 15, 587-597.	2.3	22