

# Stephen Wilkins

## List of Publications by Year in descending order

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Version: 2024-02-01

72  
papers

2,275  
citations

236612

25  
h-index

253896

43  
g-index

74  
all docs

74  
docs citations

74  
times ranked

1347  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumers' propensity for rollover service contracts: the influences of perceived value, convenience and trust on service loyalty. <i>Journal of Strategic Marketing</i> , 2023, 31, 516-531.	3.7	6
2	Academic Careers in Transnational Higher Education: The Rewards and Challenges of Teaching at International Branch Campuses. <i>Journal of Studies in International Education</i> , 2023, 27, 219-239.	1.9	8
3	FMCG firms' margin management: consumer trade-offs among product price, quantity and quality. <i>Journal of Strategic Marketing</i> , 2022, 30, 764-781.	3.7	6
4	Student Mobility in Transnational Higher Education: Study Abroad at International Branch Campuses. <i>Journal of Studies in International Education</i> , 2022, 26, 97-115.	1.9	4
5	International marketing capabilities development: The role of firm cultural intelligence and social media technologies. <i>Journal of Marketing Theory and Practice</i> , 2022, 30, 325-341.	2.6	3
6	Student retention in higher education: the influences of organizational identification and institution reputation on student satisfaction and behaviors. <i>International Journal of Educational Management</i> , 2022, 36, 1046-1064.	0.9	6
7	Two decades of international branch campus development, 2000-2020: a review. <i>International Journal of Educational Management</i> , 2021, 35, 311-326.	0.9	17
8	Institution strategy in transnational higher education: late entrants in mature markets - the case of international branch campuses in the United Arab Emirates. <i>Studies in Higher Education</i> , 2021, 46, 704-720.	2.9	6
9	Doctoral publishing as professional development for an academic career in higher education. <i>International Journal of Management Education</i> , 2021, 19, 100459.	2.2	12
10	Food Safety Performance in Food Manufacturing Facilities: The Influence of Management Practices on Food Handler Commitment. <i>Journal of Food Protection</i> , 2020, 83, 60-67.	0.8	11
11	The positioning and competitive strategies of higher education institutions in the United Arab Emirates. <i>International Journal of Educational Management</i> , 2020, 34, 139-153.	0.9	12
12	Transnational Education (TNE). , 2020, , 2649-2656.		0
13	The role of theory in the business/management PhD: How students may use theory to make an original contribution to knowledge. <i>International Journal of Management Education</i> , 2019, 17, 100316.	2.2	10
14	Student learning in higher education through blogging in the classroom. <i>Computers and Education</i> , 2019, 136, 61-74.	5.1	35
15	The acceptance of halal food in non-Muslim countries. <i>Journal of Islamic Marketing</i> , 2019, 10, 1308-1331.	2.3	53
16	Institutional influences on firm strategy in authoritarian emerging economies. <i>International Journal of Emerging Markets</i> , 2019, 16, 7-24.	1.3	5
17	Managing Faculty in Transnational Higher Education: Expatriate Academics at International Branch Campuses. <i>Journal of Studies in International Education</i> , 2019, 23, 451-472.	1.9	38
18	Talent management in transnational higher education: strategies for managing academic staff at international branch campuses. <i>Journal of Higher Education Policy and Management</i> , 2019, 41, 52-69.	1.5	25

#	ARTICLE	IF	CITATIONS
19	Product standardisation in the food service industry: post-purchase attitudes and repurchase intentions of non-Muslims after consuming halal food. <i>Journal of Strategic Marketing</i> , 2019, 27, 210-226.	3.7	18
20	The Return of China's Soft Power in South East Asia: An Analysis of the International Branch Campuses Established by Three Chinese Universities. <i>Higher Education Policy</i> , 2019, 32, 321-337.	1.3	15
21	The resilience of the MBA in emerging economies: student motivations for wanting an MBA in China and the United Arab Emirates. <i>Journal of Higher Education Policy and Management</i> , 2018, 40, 256-271.	1.5	10
22	The management of transnational higher education. <i>International Journal of Educational Management</i> , 2018, 32, 206-209.	0.9	3
23	Transnational higher education. <i>International Journal of Educational Management</i> , 2018, 32, 227-240.	0.9	37
24	Dual consumer's organisation identification in international alliances and partnerships: consumers' supportive intentions towards local and foreign firms. <i>Journal of Strategic Marketing</i> , 2018, 26, 551-567.	3.7	10
25	International brand alliances and co-branding: antecedents of cognitive dissonance and student satisfaction with co-branded higher education programs. <i>Journal of Marketing for Higher Education</i> , 2018, 28, 32-50.	2.3	20
26	The influence of organisational identification on employee attitudes and behaviours in multinational higher education institutions. <i>Journal of Higher Education Policy and Management</i> , 2018, 40, 48-66.	1.5	29
27	Achieving Legitimacy in Cross-Border Higher Education: Institutional Influences on Chinese International Branch Campuses in South East Asia. <i>Journal of Studies in International Education</i> , 2018, 22, 179-197.	1.9	19
28	What a Branch Campus Is: A Revised Definition. <i>International Higher Education</i> , 2018, , 12-14.	0.4	23
29	Definitions of Transnational Higher Education. <i>International Higher Education</i> , 2018, , 5-7.	0.4	7
30	Transnational Education. , 2018, , 1-7.		2
31	Ethical issues in transnational higher education: the case of international branch campuses. <i>Studies in Higher Education</i> , 2017, 42, 1385-1400.	2.9	51
32	The Effects of Employee Commitment in Transnational Higher Education: The Case of International Branch Campuses. <i>Journal of Studies in International Education</i> , 2017, 21, 295-314.	1.9	20
33	MNCs and religious influences in global markets. <i>International Marketing Review</i> , 2017, 34, 885-908.	2.2	37
34	Transnational Higher Education in the 21st Century. <i>Journal of Studies in International Education</i> , 2016, 20, 3-7.	1.9	21
35	The use of MOOCs in transnational higher education for accreditation of prior learning, programme delivery, and professional development. <i>International Journal of Educational Management</i> , 2016, 30, 959-975.	0.9	20
36	Issues and challenges for small countries in attracting and hosting international students: the case of Lithuania. <i>Studies in Higher Education</i> , 2016, 41, 491-507.	2.9	29

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37	Consumers' behavioural intentions after experiencing deception or cognitive dissonance caused by deceptive packaging, package downsizing or slack filling. <i>European Journal of Marketing</i> , 2016, 50, 213-235.	1.7	49
38	Country of origin and country of service delivery effects in transnational higher education: a comparison of international branch campuses from developed and developing nations. <i>Journal of Marketing for Higher Education</i> , 2016, 26, 86-102.	2.3	19
39	Establishing international branch campuses: a framework for assessing opportunities and risks. <i>Journal of Higher Education Policy and Management</i> , 2016, 38, 167-182.	1.5	37
40	The effects of social identification and organizational identification on student commitment, achievement and satisfaction in higher education. <i>Studies in Higher Education</i> , 2016, 41, 2232-2252.	2.9	86
41	How Well Are International Branch Campuses Serving Students?. <i>International Higher Education</i> , 2015, , .	0.4	2
42	The effects of lecturer commitment on student perceptions of teaching quality and student satisfaction in Chinese higher education. <i>Journal of Higher Education Policy and Management</i> , 2015, 37, 98-110.	1.5	56
43	Stakeholder perspectives on citation and peer-based rankings of higher education journals. <i>Tertiary Education and Management</i> , 2015, 21, 1-15.	0.6	11
44	Factors affecting university image formation among prospective higher education students: the case of international branch campuses. <i>Studies in Higher Education</i> , 2015, 40, 1256-1272.	2.9	92
45	English as the Lingua Franca in Transnational Higher Education. <i>Journal of Studies in International Education</i> , 2014, 18, 405-425.	1.9	25
46	Corporate images' impact on consumers' product choices: The case of multinational foreign subsidiaries. <i>Journal of Business Research</i> , 2014, 67, 2224-2230.	5.8	24
47	'Home' or away? The higher education choices of expatriate children in the United Arab Emirates. <i>Journal of Research in International Education</i> , 2013, 12, 33-48.	0.7	22
48	Student Evaluation of University Image Attractiveness and Its Impact on Student Attachment to International Branch Campuses. <i>Journal of Studies in International Education</i> , 2013, 17, 607-623.	1.9	65
49	The components of student 'university identification and their impacts on the behavioural intentions of prospective students. <i>Journal of Higher Education Policy and Management</i> , 2013, 35, 586-598.	1.5	17
50	Assessing student satisfaction in transnational higher education. <i>International Journal of Educational Management</i> , 2013, 27, 143-156.	0.9	134
51	Internationalisation as a Strategy to Improve the Quality of Higher Education in Small States: Stakeholder Perspectives in Lithuania. <i>Higher Education Policy</i> , 2013, 26, 373-396.	1.3	27
52	The decision-making and changing behavioural dynamics of potential higher education students: the impacts of increasing tuition fees in England. <i>Educational Studies</i> , 2013, 39, 125-141.	1.4	92
53	Student satisfaction and student perceptions of quality at international branch campuses in the United Arab Emirates. <i>Journal of Higher Education Policy and Management</i> , 2012, 34, 543-556.	1.5	77
54	Student Choice in Higher Education. <i>Journal of Studies in International Education</i> , 2012, 16, 413-433.	1.9	156

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55	The international branch campus as transnational strategy in higher education. Higher Education, 2012, 64, 627-645.	2.8	179
56	UK business school rankings over the last 30 years (1980-2010): trends and explanations. Higher Education, 2012, 63, 367-382.	2.8	39
57	Europe's Bologna Process and Its Impact on Global Higher Education. , 2012, , 81-100.		42
58	Student Recruitment at International Branch Campuses: Can They Compete in the Global Market?. Journal of Studies in International Education, 2011, 15, 299-316.	1.9	80
59	Student evaluation web sites as potential sources of consumer information in the United Arab Emirates. International Journal of Educational Management, 2011, 25, 410-422.	0.9	18
60	Student performance university preference model: a framework for helping students choose the right A-level subjects. Educational Studies, 2011, 37, 541-555.	1.4	5
61	Applied and academic A levels: is there really a need for the applied track in UK further education?. Journal of Further and Higher Education, 2011, 35, 461-482.	1.4	2
62	International student destination choice: the influence of home campus experience on the decision to consider branch campuses. Journal of Marketing for Higher Education, 2011, 21, 61-83.	2.3	79
63	Higher education in the United Arab Emirates: an analysis of the outcomes of significant increases in supply and competition. Journal of Higher Education Policy and Management, 2010, 32, 389-400.	1.5	122
64	Exploring the impacts of accelerated delivery on student learning, achievement and satisfaction. Research in Post-Compulsory Education, 2010, 15, 455-472.	0.4	2
65	BVoc and MVoc: a way forward for higher-level NVQs in management?. Human Resource Development International, 2002, 5, 425-445.	2.3	3
66	The implementation of NVQs in the Sultanate of Oman. Education and Training, 2002, 44, 144-152.	1.7	3
67	Human resource development through vocational education in the United Arab Emirates: the case of dubai polytechnic. Journal of Vocational Education and Training, 2002, 54, 5-26.	0.9	8
68	Human resource development through vocational education in the united arab emirates: the case of dubai polytechnic. Journal of Vocational Education and Training, 2002, 54, 5-26.	0.9	5
69	Student and employer perceptions british higher education in the Arabian Gulf region. Research in Post-Compulsory Education, 2001, 6, 157-174.	0.4	6
70	Management development in the Arab Gulf States the influence of language and culture. Industrial and Commercial Training, 2001, 33, 260-266.	0.8	18
71	International briefing 9: Training and development in the United Arab Emirates. International Journal of Training and Development, 2001, 5, 153-165.	0.5	33
72	An Analytical Model to Assess the Efficacy of the British HND Programme in the Arabian Gulf Region. Assessment and Evaluation in Higher Education, 2001, 26, 579-591.	3.9	6