

Barry J Babin

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2582915/publications.pdf>

Version: 2024-02-01

28
papers

8,367
citations

430874

18
h-index

454955

30
g-index

30
all docs

30
docs citations

30
times ranked

4842
citing authors

#	ARTICLE	IF	CITATIONS
1	Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. <i>Journal of Consumer Research</i> , 1994, 20, 644.	5.1	4,125
2	Common methods variance detection in business research. <i>Journal of Business Research</i> , 2016, 69, 3192-3198.	10.2	1,404
3	Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer. <i>Journal of Business Research</i> , 2000, 49, 91-99.	10.2	606
4	Covariance-Based Structural Equation Modeling in the <i>Journal of Advertising</i> : Review and Recommendations. <i>Journal of Advertising</i> , 2017, 46, 163-177.	6.6	414
5	Modeling consumer satisfaction and word-of-mouth: restaurant patronage in Korea. <i>Journal of Services Marketing</i> , 2005, 19, 133-139.	3.0	369
6	Color and shopping intentions. <i>Journal of Business Research</i> , 2003, 56, 541-551.	10.2	318
7	Customer engagement in social media: a framework and meta-analysis. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1211-1228.	11.2	191
8	Shopping values of russian consumers: the impact of habituation in a developing economy. <i>Journal of Retailing</i> , 2000, 76, 33-52.	6.2	169
9	Publishing Research in Marketing Journals Using Structural Equation Modeling. <i>Journal of Marketing Theory and Practice</i> , 2008, 16, 279-286.	4.3	128
10	A brief retrospective and introspective on value. <i>European Business Review</i> , 2010, 22, 471-478.	3.4	87
11	The nature and value of terroir products. <i>European Journal of Marketing</i> , 2017, 51, 748-771.	2.9	76
12	The Formation of Buyer's Trust of the Seller in an Initial Sales Encounter. <i>Journal of Marketing Theory and Practice</i> , 2008, 16, 27-39.	4.3	52
13	All the same to me: outcomes of aesthetic labor performed by frontline service providers. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 670-693.	11.2	47
14	Effects of consumer psychographics and store characteristics in influencing shopping value and store switching. <i>Journal of Consumer Behaviour</i> , 2013, 12, 194-203.	4.2	43
15	The role of retail price image in a multi-country context: France and the USA. <i>Journal of Business Research</i> , 2016, 69, 1074-1081.	10.2	33
16	Places as authentic consumption contexts. <i>Psychology and Marketing</i> , 2018, 35, 652-665.	8.2	28
17	On The Dysfunctional Consequences of Salesperson Exhaustion. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 236-245.	4.3	25
18	As the wheel turns toward the future of retailing. <i>Journal of Marketing Theory and Practice</i> , 2021, 29, 78-91.	4.3	21

#	ARTICLE	IF	CITATIONS
19	The effectiveness of brand placements: A meta-analytic synthesis. <i>International Journal of Research in Marketing</i> , 2021, 38, 1017-1033.	4.2	17
20	Drivers of attitudes toward luxury and counterfeit products: the moderating role of interpersonal influence. <i>International Marketing Review</i> , 2022, 39, 242-268.	3.6	14
21	Revisiting low price guarantees: Does consumer versus retailer governance matter?. <i>Marketing Letters</i> , 2012, 23, 777-791.	2.9	13
22	Pursuing personal constructs through quality, value, and satisfaction. <i>Journal of Retailing and Consumer Services</i> , 2019, 51, 33-41.	9.4	9
23	Meta-analytic evidence on personal shopping value. <i>Recherche Et Applications En Marketing</i> , 2020, 35, 124-132.	0.5	8
24	Examining customer-created guilt in a service context. <i>Psychology and Marketing</i> , 2018, 35, 830-844.	8.2	7
25	A bridge to relevance: on the history of the Academy of Marketing Science (AMS). <i>AMS Review</i> , 2021, 11, 454-463.	2.5	2
26	Commenting on "Atmospheric affect gaining share of customer". <i>Journal of Global Scholars of Marketing Science</i> , 2017, 27, 195-200.	2.0	1
27	Do Brands Appearing in Textbooks Influence Students? Insights from an Exploratory Study: An Abstract. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2018, , 725-726.	0.2	1
28	How could anyone forget Harold W. Berkman?. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 4-7.	11.2	1