

Barry J Babin

List of Publications by Year in descending order

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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	How could anyone forget Harold W. Berkman?. Journal of the Academy of Marketing Science, 2022, 50, 4-7.	11.2	1
2	Drivers of attitudes toward luxury and counterfeit products: the moderating role of interpersonal influence. International Marketing Review, 2022, 39, 242-268.	3.6	14
3	The effectiveness of brand placements: A meta-analytic synthesis. International Journal of Research in Marketing, 2021, 38, 1017-1033.	4.2	17
4	As the wheel turns toward the future of retailing. Journal of Marketing Theory and Practice, 2021, 29, 78-91.	4.3	21
5	A bridge to relevance: on the history of the Academy of Marketing Science® (AMS). AMS Review, 2021, 11, 454-463.	2.5	2
6	Customer engagement in social media: a framework and meta-analysis. Journal of the Academy of Marketing Science, 2020, 48, 1211-1228.	11.2	191
7	Meta-analytic evidence on personal shopping value. Recherche Et Applications En Marketing, 2020, 35, 124-132.	0.5	8
8	Pursuing personal constructs through quality, value, and satisfaction. Journal of Retailing and Consumer Services, 2019, 51, 33-41.	9.4	9
9	Examining customer-created guilt in a service context. Psychology and Marketing, 2018, 35, 830-844.	8.2	7
10	Places as authentic consumption contexts. Psychology and Marketing, 2018, 35, 652-665.	8.2	28
11	Do Brands Appearing in Textbooks Influence Students? Insights from an Exploratory Study: An Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2018, , 725-726.	0.2	1
12	The nature and value of terroir products. European Journal of Marketing, 2017, 51, 748-771.	2.9	76
13	Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations. Journal of Advertising, 2017, 46, 163-177.	6.6	414
14	Commenting on "Atmospheric affect" gaining share of customer. Journal of Global Scholars of Marketing Science, 2017, 27, 195-200.	2.0	1
15	On The Dysfunctional Consequences of Salesperson Exhaustion. Journal of Marketing Theory and Practice, 2016, 24, 236-245.	4.3	25
16	Common methods variance detection in business research. Journal of Business Research, 2016, 69, 3192-3198.	10.2	1,404
17	The role of retail price image in a multi-country context: France and the USA. Journal of Business Research, 2016, 69, 1074-1081.	10.2	33
18	All the same to me: outcomes of aesthetic labor performed by frontline service providers. Journal of the Academy of Marketing Science, 2015, 43, 670-693.	11.2	47

#	ARTICLE	IF	CITATIONS
19	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
20	Revisiting low price guarantees: Does consumer versus retailer governance matter?. <i>Marketing Letters</i> , 2012, 23, 777-791.	2.9	13
21	A brief retrospective and introspective on value. <i>European Business Review</i> , 2010, 22, 471-478.	3.4	87
22	Publishing Research in Marketing Journals Using Structural Equation Modeling. <i>Journal of Marketing Theory and Practice</i> , 2008, 16, 279-286.	4.3	128
23	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
24	Modeling consumer satisfaction and word-of-mouth: restaurant patronage in Korea. <i>Journal of Services Marketing</i> , 2005, 19, 133-139.	3.0	369
25	Color and shopping intentions. <i>Journal of Business Research</i> , 2003, 56, 541-551.	10.2	318
26	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
27	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
28	Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. <i>Journal of Consumer Research</i> , 1994, 20, 644.	5.1	4,125