

Gregor Reid

List of Publications by Year in descending order

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Version: 2024-02-01

48
papers

1,746
citations

304602

22
h-index

289141

40
g-index

51
all docs

51
docs citations

51
times ranked

1472
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | THE RELATIONSHIP BETWEEN INTEGRATED MARKETING COMMUNICATION, MARKET ORIENTATION, AND BRAND ORIENTATION. <i>Journal of Advertising</i> , 2005, 34, 11-23. | 4.1 | 178 |
| 2 | Segmentation of the Australian Wine Market Using a Wine-Related Lifestyle Approach. <i>Journal of Wine Research</i> , 2002, 13, 217-242. | 0.9 | 169 |
| 3 | The Importance of Guidelines in the Development and Application of Probiotics. <i>Current Pharmaceutical Design</i> , 2005, 11, 11-16. | 0.9 | 164 |
| 4 | Integrated Marketing Communication Capability and Brand Performance. <i>Journal of Advertising</i> , 2015, 44, 37-46. | 4.1 | 118 |
| 5 | What People "Like": Analysis of Social Media Strategies Used by Food Industry Brands, Lifestyle Brands, and Health Promotion Organizations on Facebook and Instagram. <i>Journal of Medical Internet Research</i> , 2018, 20, e10227. | 2.1 | 116 |
| 6 | PERFORMANCE AUDITING OF INTEGRATED MARKETING COMMUNICATION (IMC) ACTIONS AND OUTCOMES. <i>Journal of Advertising</i> , 2005, 34, 41-54. | 4.1 | 110 |
| 7 | Consumer Innovativeness Influence on Really New Product Adoption. <i>Australasian Marketing Journal</i> , 2012, 20, 211-217. | 3.5 | 65 |
| 8 | IMC's performance relationship: further insight and evidence from the Australian marketplace. <i>International Journal of Advertising</i> , 2003, 22, 227-248. | 4.2 | 61 |
| 9 | Food skills confidence and household gatekeepers' dietary practices. <i>Appetite</i> , 2017, 108, 183-190. | 1.8 | 52 |
| 10 | IMC capability: antecedents and implications for brand performance. <i>European Journal of Marketing</i> , 2017, 51, 421-444. | 1.7 | 51 |
| 11 | Food literacy, healthy eating barriers and household diet. <i>European Journal of Marketing</i> , 2018, 52, 2449-2477. | 1.7 | 51 |
| 12 | Young Adults'™ Use of Different Social Media Platforms for Health Information: Insights From Web-Based Conversations. <i>Journal of Medical Internet Research</i> , 2022, 24, e23656. | 2.1 | 49 |
| 13 | Economic abuse between intimate partners in Australia: prevalence, health status, disability and financial stress. <i>Australian and New Zealand Journal of Public Health</i> , 2017, 41, 269-274. | 0.8 | 47 |
| 14 | The Obesogenic Household: Factors Influencing Dietary Gatekeeper Satisfaction with Family Diet. <i>Psychology and Marketing</i> , 2015, 32, 544-557. | 4.6 | 46 |
| 15 | Contemporary marketing in professional services. <i>Journal of Services Marketing</i> , 2008, 22, 374-384. | 1.7 | 42 |
| 16 | Learning the Language of Social Media: A Comparison of Engagement Metrics and Social Media Strategies Used by Food and Nutrition-Related Social Media Accounts. <i>Nutrients</i> , 2020, 12, 2839. | 1.7 | 34 |
| 17 | Integrated marketing communications in the Australian and New Zealand wine industry. <i>International Journal of Advertising</i> , 2001, 20, 239-262. | 4.2 | 31 |
| 18 | Global consumer innovativeness and consumer electronic product adoption. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2013, 25, 614-630. | 1.8 | 31 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Economic and utilitarian benefits of monetary versus non-monetary in-store sales promotions. <i>Journal of Marketing Management</i> , 2015, 31, 247-268. | 1.2 | 31 |
| 20 | The impact of the frequency of usage of IT artifacts on predevelopment performance in the NPD process. <i>Information and Management</i> , 2016, 53, 422-434. | 3.6 | 30 |
| 21 | Food-Related Lifestyles in a Cross-Cultural Context. <i>Journal of Food Products Marketing</i> , 2001, 7, 57-75. | 1.4 | 29 |
| 22 | Communicating health—Optimising young adults™ engagement with health messages using social media: Study protocol. <i>Nutrition and Dietetics</i> , 2018, 75, 509-519. | 0.9 | 27 |
| 23 | Language of Health of Young Australian Adults: A Qualitative Exploration of Perceptions of Health, Wellbeing and Health Promotion via Online Conversations. <i>Nutrients</i> , 2020, 12, 887. | 1.7 | 20 |
| 24 | The Influence of Collaborative IT Tools on NPD. <i>Research Technology Management</i> , 2016, 59, 47-54. | 0.6 | 18 |
| 25 | Effects of Advertising: A Qualitative Analysis of Young Adults™ Engagement with Social Media About Food. <i>Nutrients</i> , 2021, 13, 1934. | 1.7 | 18 |
| 26 | Customer-to-customer interactions and word of mouth: conceptual extensions and empirical investigations. <i>Journal of Strategic Marketing</i> , 2015, 23, 287-304. | 3.7 | 17 |
| 27 | Improving Firm Performance through NPD: The Role of Market Orientation, NPD Orientation and the NPD Process. <i>Australasian Marketing Journal</i> , 2012, 20, 235-241. | 3.5 | 14 |
| 28 | The Future of Advertising in China: Practitioner Insights Into the Evolution of Chinese Advertising Creativity. <i>Journal of Advertising Research</i> , 2016, 56, 245. | 1.0 | 13 |
| 29 | Special WSMC edition paper. <i>Journal of Social Marketing</i> , 2019, 9, 111-128. | 1.3 | 11 |
| 30 | Promoting healthy eating in the community sport setting: a scoping review. <i>Health Promotion International</i> , 2022, 37, . | 0.9 | 11 |
| 31 | Developing food literacy in young children in the home environment. <i>International Journal of Consumer Studies</i> , 2022, 46, 1165-1177. | 7.2 | 11 |
| 32 | Factors influencing adoption of new apple and pear varieties in Europe and the UK. <i>International Journal of Retail and Distribution Management</i> , 2001, 29, 315-327. | 2.7 | 10 |
| 33 | Age identity, stereotypes and older consumers™ service experiences. <i>Journal of Services Marketing</i> , 2021, 35, 54-64. | 1.7 | 9 |
| 34 | To stay or to go? Postretirement housing choices of single Baby Boomer women. <i>Journal of Women and Aging</i> , 2017, 29, 417-427. | 0.5 | 8 |
| 35 | Beyond Body Weight: Design and Validation of Psycho-Behavioural Living and Eating for Health Segments (LEHS) Profiles for Social Marketing. <i>Nutrients</i> , 2020, 12, 2882. | 1.7 | 8 |
| 36 | Strategic recommendations for new product adoption in the Chinese market. <i>Journal of Strategic Marketing</i> , 2020, 28, 176-188. | 3.7 | 7 |

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|----|--|-----|-----------|
| 37 | Psycho-Behavioural Segmentation in Food and Nutrition: A Systematic Scoping Review of the Literature. <i>Nutrients</i> , 2021, 13, 1795. | 1.7 | 7 |
| 38 | State of Inertia: Psychological Preparation of Single Australian and UK Baby Boomer Women for Retirement Housing Change. <i>Journal of Women and Aging</i> , 2014, 26, 280-297. | 0.5 | 5 |
| 39 | Vicarious Innovativeness or Vicarious Learning: The Role of Existing Vicarious Innovativeness in New Product Purchase Intentions. <i>Australasian Marketing Journal</i> , 2016, 24, 87-92. | 3.5 | 5 |
| 40 | Tiers and Fears: An Investigation of the Impact of City Tiers and Uncertainty Avoidance on Chinese Consumer Response to Creative Advertising. <i>Australasian Marketing Journal</i> , 2020, 28, 332-348. | 3.5 | 5 |
| 41 | A qualitative study exploring the dietary gatekeeper's food literacy and barriers to healthy eating in the home environment. <i>Health Promotion Journal of Australia</i> , 2021, 32, 292-300. | 0.6 | 5 |
| 42 | Nutrition Meets Social Marketing: Targeting Health Promotion Campaigns to Young Adults Using the Living and Eating for Health Segments. <i>Nutrients</i> , 2021, 13, 3151. | 1.7 | 5 |
| 43 | Benchmarking NPD Success Factors in the Australian Food Processing Industry. <i>Journal of Food Products Marketing</i> , 2001, 7, 19-35. | 1.4 | 3 |
| 44 | Learning from Social Marketing: Living and Eating for Health Segments (LEHS) and Social Media Use (P16-023-19). <i>Current Developments in Nutrition</i> , 2019, 3, nzz050.P16-023-19. | 0.1 | 2 |
| 45 | Unfolding market vision quality: understanding its dimensions, drivers, and before-launch performance. <i>Journal of Strategic Marketing</i> , 2020, 28, 123-135. | 3.7 | 1 |
| 46 | The Future of the Australasian Marketing Academy: Challenges and Priorities. <i>Australasian Marketing Journal</i> , 2022, 30, 161-167. | 3.5 | 1 |
| 47 | Open Innovation, IT Orientation, and External Collaboration: Implications for the Use of New Media and Social Networking IT in New Product Development. , 2018, , 37-76. | | 0 |
| 48 | It Takes a Village: Co-creation and Co-design for Social Media Health Promotion. , 2021, , 67-93. | | 0 |