

# Gregor Reid

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2584803/publications.pdf>

Version: 2024-02-01

48  
papers

1,746  
citations

304743

22  
h-index

289244

40  
g-index

51  
all docs

51  
docs citations

51  
times ranked

1472  
citing authors

#	ARTICLE	IF	CITATIONS
1	Promoting healthy eating in the community sport setting: a scoping review. Health Promotion International, 2022, 37, .	1.8	11
2	Developing food literacy in young children in the home environment. International Journal of Consumer Studies, 2022, 46, 1165-1177.	11.6	11
3	Young Adultsâ€™ Use of Different Social Media Platforms for Health Information: Insights From Web-Based Conversations. Journal of Medical Internet Research, 2022, 24, e23656.	4.3	49
4	The Future of the Australasian Marketing Academy: Challenges and Priorities. Australasian Marketing Journal, 2022, 30, 161-167.	5.4	1
5	A qualitative study exploring the dietary gatekeeper's food literacy and barriers to healthy eating in the home environment. Health Promotion Journal of Australia, 2021, 32, 292-300.	1.2	5
6	Age identity, stereotypes and older consumersâ€™ service experiences. Journal of Services Marketing, 2021, 35, 54-64.	3.0	9
7	Psycho-Behavioural Segmentation in Food and Nutrition: A Systematic Scoping Review of the Literature. Nutrients, 2021, 13, 1795.	4.1	7
8	Effects of Advertising: A Qualitative Analysis of Young Adultsâ€™ Engagement with Social Media About Food. Nutrients, 2021, 13, 1934.	4.1	18
9	Nutrition Meets Social Marketing: Targeting Health Promotion Campaigns to Young Adults Using the Living and Eating for Health Segments. Nutrients, 2021, 13, 3151.	4.1	5
10	It Takes a Village: Co-creation and Co-design for Social Media Health Promotion. , 2021, , 67-93.		0
11	Strategic recommendations for new product adoption in the Chinese market. Journal of Strategic Marketing, 2020, 28, 176-188.	5.5	7
12	Unfolding market vision quality: understanding its dimensions, drivers, and before-launch performance. Journal of Strategic Marketing, 2020, 28, 123-135.	5.5	1
13	Beyond Body Weight: Design and Validation of Psycho-Behavioural Living and Eating for Health Segments (LEHS) Profiles for Social Marketing. Nutrients, 2020, 12, 2882.	4.1	8
14	Tiers and Fears: An Investigation of the Impact of City Tiers and Uncertainty Avoidance on Chinese Consumer Response to Creative Advertising. Australasian Marketing Journal, 2020, 28, 332-348.	5.4	5
15	Learning the Language of Social Media: A Comparison of Engagement Metrics and Social Media Strategies Used by Food and Nutrition-Related Social Media Accounts. Nutrients, 2020, 12, 2839.	4.1	34
16	Language of Health of Young Australian Adults: A Qualitative Exploration of Perceptions of Health, Wellbeing and Health Promotion via Online Conversations. Nutrients, 2020, 12, 887.	4.1	20
17	Learning from Social Marketing: Living and Eating for Health Segments (LEHS) and Social Media Use (P16-023-19). Current Developments in Nutrition, 2019, 3, nzz050.P16-023-19.	0.3	2
18	Special WSMC edition paper. Journal of Social Marketing, 2019, 9, 111-128.	2.3	11

#	ARTICLE	IF	CITATIONS
19	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
20	Food literacy, healthy eating barriers and household diet. European Journal of Marketing, 2018, 52, 2449-2477.	2.9	51
21	Communicating healthâ€™Optimising young adultsâ€™ engagement with health messages using social media: Study protocol. Nutrition and Dietetics, 2018, 75, 509-519.	1.8	27
22	What People â€™Likeâ€™ Analysis of Social Media Strategies Used by Food Industry Brands, Lifestyle Brands, and Health Promotion Organizations on Facebook and Instagram. Journal of Medical Internet Research, 2018, 20, e10227.	4.3	116
23	Economic abuse between intimate partners in Australia: prevalence, health status, disability and financial stress. Australian and New Zealand Journal of Public Health, 2017, 41, 269-274.	1.8	47
24	IMC capability: antecedents and implications for brand performance. European Journal of Marketing, 2017, 51, 421-444.	2.9	51
25	To stay or to go? Postretirement housing choices of single Baby Boomer women. Journal of Women and Aging, 2017, 29, 417-427.	1.0	8
26	Food skills confidence and household gatekeepers' dietary practices. Appetite, 2017, 108, 183-190.	3.7	52
27	The Future of Advertising in China: Practitioner Insights Into the Evolution of Chinese Advertising Creativity. Journal of Advertising Research, 2016, 56, 245.	2.1	13
28	The Influence of Collaborative IT Tools on NPD. Research Technology Management, 2016, 59, 47-54.	0.8	18
29	The impact of the frequency of usage of IT artifacts on predevelopment performance in the NPD process. Information and Management, 2016, 53, 422-434.	6.5	30
30	Vicarious Innovativeness or Vicarious Learning: The Role of Existing Vicarious Innovativeness in New Product Purchase Intentions. Australasian Marketing Journal, 2016, 24, 87-92.	5.4	5
31	The Obesogenic Household: Factors Influencing Dietary Gatekeeper Satisfaction with Family Diet. Psychology and Marketing, 2015, 32, 544-557.	8.2	46
32	Economic and utilitarian benefits of monetary versus non-monetary in-store sales promotions. Journal of Marketing Management, 2015, 31, 247-268.	2.3	31
33	Customer-to-customer interactions and word of mouth: conceptual extensions and empirical investigations. Journal of Strategic Marketing, 2015, 23, 287-304.	5.5	17
34	Integrated Marketing Communication Capability and Brand Performance. Journal of Advertising, 2015, 44, 37-46.	6.6	118
35	State of Inertia: Psychological Preparation of Single Australian and UK Baby Boomer Women for Retirement Housing Change. Journal of Women and Aging, 2014, 26, 280-297.	1.0	5
36	Global consumer innovativeness and consumer electronic product adoption. Asia Pacific Journal of Marketing and Logistics, 2013, 25, 614-630.	3.2	31

#	ARTICLE	IF	CITATIONS
37	Consumer Innovativeness Influence on Really New Product Adoption. Australasian Marketing Journal, 2012, 20, 211-217.	5.4	65
38	Improving Firm Performance through NPD: The Role of Market Orientation, NPD Orientation and the NPD Process. Australasian Marketing Journal, 2012, 20, 235-241.	5.4	14
39	Contemporary marketing in professional services. Journal of Services Marketing, 2008, 22, 374-384.	3.0	42
40	The Importance of Guidelines in the Development and Application of Probiotics. Current Pharmaceutical Design, 2005, 11, 11-16.	1.9	164
41	THE RELATIONSHIP BETWEEN INTEGRATED MARKETING COMMUNICATION, MARKET ORIENTATION, AND BRAND ORIENTATION. Journal of Advertising, 2005, 34, 11-23.	6.6	178
42	PERFORMANCE AUDITING OF INTEGRATED MARKETING COMMUNICATION (IMC) ACTIONS AND OUTCOMES. Journal of Advertising, 2005, 34, 41-54.	6.6	110
43	IMC“performance relationship: further insight and evidence from the Australian marketplace. International Journal of Advertising, 2003, 22, 227-248.	6.7	61
44	Segmentation of the Australian Wine Market Using a Wine-Related Lifestyle Approach. Journal of Wine Research, 2002, 13, 217-242.	1.5	169
45	Factors influencing adoption of new apple and pear varieties in Europe and the UK. International Journal of Retail and Distribution Management, 2001, 29, 315-327.	4.7	10
46	Integrated marketing communications in the Australian and New Zealand wine industry. International Journal of Advertising, 2001, 20, 239-262.	6.7	31
47	Food-Related Lifestyles in a Cross-Cultural Context. Journal of Food Products Marketing, 2001, 7, 57-75.	3.3	29
48	Benchmarking NPD Success Factors in the Australian Food Processing Industry. Journal of Food Products Marketing, 2001, 7, 19-35.	3.3	3