

Sara Quach Thaichon

List of Publications by Year in descending order

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43
papers

1,109
citations

567281

15
h-index

454955

30
g-index

43
all docs

43
docs citations

43
times ranked

655
citing authors

#	ARTICLE	IF	CITATIONS
1	Price promotion in omnichannel retailing: how much is too much?. Asia Pacific Journal of Marketing and Logistics, 2023, 35, 198-213.	3.2	8
2	Factors affecting the smallholder farmers' participation in the emerging modern supply chain in developing countries. Asia Pacific Journal of Marketing and Logistics, 2023, 35, 266-289.	3.2	2
3	Service integration in omnichannel retailing and its impact on customer experience. Journal of Retailing and Consumer Services, 2022, 65, 102267.	9.4	58
4	Are privacy concerns still relevant? Revisiting consumer behaviour in omnichannel retailing. Journal of Retailing and Consumer Services, 2022, 65, 102242.	9.4	70
5	Antecedents and consequences of panic buying: The case of COVID-19. International Journal of Consumer Studies, 2022, 46, 132-146.	11.6	107
6	Forecasting Advertisement Effectiveness: Neuroscience and Data Envelopment Analysis. Australasian Marketing Journal, 2022, 30, 313-330.	5.4	8
7	The effect of AI quality on customer experience and brand relationship. Journal of Consumer Behaviour, 2022, 21, 481-493.	4.2	26
8	The role of art infusion in enhancing pro-environmental luxury brand advertising. Journal of Retailing and Consumer Services, 2022, 64, 102780.	9.4	27
9	Customer retention: Exploring the effects of relationship layers and perceived indifference. Journal of Consumer Behaviour, 2022, 21, 543-553.	4.2	3
10	Digital technologies: tensions in privacy and data. Journal of the Academy of Marketing Science, 2022, 50, 1299-1323.	11.2	73
11	Relationship outcomes following a service failure: the role of agent likability. Asia Pacific Journal of Marketing and Logistics, 2022, ahead-of-print, .	3.2	3
12	Understanding high-involvement product purchase through an innovative machine learning approach: A case of housing type choice. Journal of Consumer Behaviour, 2022, 21, 1057-1074.	4.2	3
13	Art infusion and functional theories of attitudes toward luxury brands: The mediating role of feelings of self-inauthenticity. Journal of Business Research, 2022, 150, 538-552.	10.2	7
14	Customer participation in firm-initiated activities via social media: Understanding the role of experiential value. Australasian Marketing Journal, 2021, 29, 132-141.	5.4	15
15	Would you like to shop via mobile app technology? The technology acceptance model, social factors and purchase intention. Australasian Marketing Journal, 2021, 29, 187-197.	5.4	124
16	E-commerce structures for retail and service franchises. Asia Pacific Journal of Marketing and Logistics, 2021, 33, 1292-1308.	3.2	7
17	Loyalty layers, expectations and the role of knowledge. Marketing Intelligence and Planning, 2021, 39, 377-393.	3.5	9
18	The experience of regret in small business failure: who's to blame?. European Journal of Marketing, 2021, 55, 2201-2238.	2.9	4

#	ARTICLE	IF	CITATIONS
19	Surviving an economic downturn: Dynamic capabilities of SMEs. <i>Journal of Business Research</i> , 2021, 128, 109-123.	10.2	65
20	The Development and Current Trends of Digital Marketing and Relationship Marketing Research. , 2021, , 1-18.		2
21	The Current Trends and Future Direction of Digital and Relationship Marketing: A Business Perspective. , 2021, , 191-200.		3
22	Mixed emotional appeal enhances positive word-of-mouth: The moderating role of narrative person. <i>Journal of Retailing and Consumer Services</i> , 2021, 62, 102618.	9.4	11
23	Understanding Chinese consumers' pre-purchase value expectations: the role of country of origin effect. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, 33, 1861-1877.	3.2	8
24	Effective Online Engagement Strategies Through Gamification. <i>Journal of Global Information Management</i> , 2021, 30, 1-25.	2.8	29
25	What to expect after the honeymoon: evolutionary psychology of part-time franchising. <i>Journal of Strategic Marketing</i> , 2020, 28, 702-726.	5.5	8
26	Female franchisees; a lost opportunity for franchising sector growth?. <i>Journal of Strategic Marketing</i> , 2020, 28, 107-122.	5.5	8
27	Toward a theory of outside-in marketing: Past, present, and future. <i>Industrial Marketing Management</i> , 2020, 89, 107-128.	6.7	34
28	A model of entrepreneurship education in franchising – application of outside-in marketing with a behavioural focus. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 116-133.	3.0	4
29	Online relationship marketing: evolution and theoretical insights into online relationship marketing. <i>Marketing Intelligence and Planning</i> , 2020, 38, 676-698.	3.5	31
30	Collaboration, communication, support, and relationships in the context of e-commerce within the franchising sector. <i>Journal of Strategic Marketing</i> , 2020, , 1-23.	5.5	6
31	Customer engagement and co-created value in social media. <i>Marketing Intelligence and Planning</i> , 2020, 38, 730-744.	3.5	23
32	Triadic relationship between customers, service providers and government in a highly regulated industry. <i>Journal of Retailing and Consumer Services</i> , 2020, 55, 102148.	9.4	7
33	How much effort is enough? Unlocking customer fanaticism in services industries. <i>Marketing Intelligence and Planning</i> , 2019, 37, 325-338.	3.5	5
34	Gratitude in franchisor-franchisee relationships: does personality matter?. <i>European Journal of Marketing</i> , 2019, 54, 109-144.	2.9	6
35	Expression and Transformation of Loyalty in a Contractual Service Setting: A Processual View. <i>Australasian Marketing Journal</i> , 2019, 27, 66-77.	5.4	4
36	Intention to Purchase at a Fast Food Store: Excitement, Performance and Threshold Attributes. <i>Asian Journal of Business Research</i> , 2019, 9, .	0.8	4

#	ARTICLE	IF	CITATIONS
37	Hybrid sales structures in the age of e-commerce. <i>Journal of Personal Selling and Sales Management</i> , 2018, 38, 277-302.	2.8	78
38	Dark motives-counterfeit selling framework. <i>Marketing Intelligence and Planning</i> , 2018, 36, 245-259.	3.5	13
39	The Role of Creativity and Project Management in Enhancing Service Quality of Advertising Agencies: A Qualitative Approach. <i>Australasian Marketing Journal</i> , 2018, 26, 31-40.	5.4	5
40	Aesthetic labor and visible diversity: The role in retailing service encounters. <i>Journal of Retailing and Consumer Services</i> , 2017, 38, 34-43.	9.4	30
41	Managing Customer Switching Behavior in the Banking Industry. <i>Services Marketing Quarterly</i> , 2017, 38, 142-154.	1.1	10
42	From connoisseur luxury to mass luxury: Value co-creation and co-destruction in the online environment. <i>Journal of Business Research</i> , 2017, 81, 163-172.	10.2	122
43	Dark motives-counterfeit purchase framework: Internal and external motives behind counterfeit purchase via digital platforms. <i>Journal of Retailing and Consumer Services</i> , 2016, 33, 82-91.	9.4	39