

Heidi Winklhofer

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

33
papers

4,153
citations

20
h-index

35
g-index

35
ext. papers

4,651
ext. citations

5
avg, IF

5.63
L-index

#	Paper	IF	Citations
33	Creating joint experiences - Families engaging with a heritage site. <i>Tourism Management</i> , 2020 , 78, 1040-1050	13.8	7
32	Co-creating corporate brand identity with online brand communities: A managerial perspective. <i>Journal of Business Research</i> , 2019 , 96, 366-375	8.7	48
31	Transforming community well-being through patients' lived experiences. <i>Journal of Business Research</i> , 2019 , 100, 376-391	8.7	28
30	Facilitating customer adherence to complex services through multi-interface interactions: The case of a weight loss service. <i>Journal of Business Research</i> , 2018 , 88, 265-276	8.7	14
29	Are consumers' reasons for and against behaviour distinct?. <i>European Journal of Marketing</i> , 2016 , 50, 124-144	4.4	10
28	Measuring Users' Value Experience on a Travel Website (e-Value): What Value Is Co-created by the User?. <i>Journal of Travel Research</i> , 2015 , 54, 496-510	6.3	55
27	The Effects of Relationship Marketing on Share of Business: A Synthesis and Comparison of Models. <i>Journal of Business-to-Business Marketing</i> , 2014 , 21, 85-110	2.3	13
26	Emotions and dissonance in ethical consumption choices. <i>Journal of Marketing Management</i> , 2013 , 29, 1201-1223	3.2	79
25	Customers as Resource Integrators: Toward a Model of Customer Learning. <i>Journal of Service Research</i> , 2012 , 15, 247-261	6	131
24	A conceptualisation of supplier-perceived value. <i>European Journal of Marketing</i> , 2011 , 45, 383-418	4.4	31
23	Contemporary Marketing Practices research program: a review of the first decade. <i>Journal of Business and Industrial Marketing</i> , 2008 , 23, 84-94	3	38
22	Relationship Quality: a literature review and research agenda. <i>Journal of Customer Behavior</i> , 2008 , 7, 269-291	2.4	40
21	Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. <i>Journal of Interactive Marketing</i> , 2007 , 21, 2-21	9.8	81
20	Strategic purchasing and the evaluation of problem-key supply relationships: what do key suppliers need to know?. <i>Journal of Business and Industrial Marketing</i> , 2007 , 22, 282-294	3	34
19	Researching the Service Dominant Logic [Normative Perspective versus Practice. <i>Australasian Marketing Journal</i> , 2007 , 15, 76-83	5	11
18	The effect of rapid rural industry changes on the development of a decision support system for dairy farmers in Australia. <i>Computers and Electronics in Agriculture</i> , 2006 , 50, 61-69	6.5	9
17	A Cultural Perspective of Relationship Orientation: Using Organisational Culture to Support a Supply Relationship Orientation. <i>Journal of Marketing Management</i> , 2006 , 22, 169-194	3.2	24

16	Marketing Practices and Performance of Small Service Firms: An Examination in the Tourism Accommodation Sector. <i>Journal of Service Research</i> , 2006 , 9, 38-58	6	65
15	Applying the technology acceptance model to the online retailing of financial services. <i>International Journal of Retail and Distribution Management</i> , 2006 , 34, 388-410	3.5	106
14	A model of export sales forecasting behavior and performance: development and testing. <i>International Journal of Forecasting</i> , 2003 , 19, 271-285	5.3	20
13	Researching Sales Forecasting Practice: Commentaries and authors' response on 'Conducting a Sales Forecasting Audit' by M.A. Moon, J.T. Mentzer & C.D. Smith. <i>International Journal of Forecasting</i> , 2003 , 19, 27-42	5.3	12
12	Export sales forecasting by UK firms. <i>Journal of Business Research</i> , 2003 , 56, 45-54	8.7	7
11	A comparison of export sales forecasting practices among UK firms. <i>Industrial Marketing Management</i> , 2002 , 31, 479-490	6.9	12
10	Modelling consumer choice of distribution channels: an illustration from financial services. <i>International Journal of Bank Marketing</i> , 2002 , 20, 161-173	4	193
9	Managerial evaluation of sales forecasting effectiveness: A MIMIC modeling approach. <i>International Journal of Research in Marketing</i> , 2002 , 19, 151-166	5.5	28
8	The adoption of Internet financial services: a qualitative study. <i>International Journal of Retail and Distribution Management</i> , 2001 , 29, 390-398	3.5	128
7	Index Construction with Formative Indicators: An Alternative to Scale Development. <i>Journal of Marketing Research</i> , 2001 , 38, 269-277	5.2	2777
6	The impact of firm and export characteristics on the accuracy of export sales forecasts: evidence from UK exporters. <i>International Journal of Forecasting</i> , 1999 , 15, 67-81	5.3	22
5	Organizational aspects of export sales forecasting: an empirical investigation. <i>Journal of Strategic Marketing</i> , 1997 , 5, 167-185	2.7	6
4	Determinants of Export Sales Forecast Performance: Some Preliminary Evidence from UK Exporters 1997 , 299-322		
3	Forecasting practice: A review of the empirical literature and an agenda for future research. <i>International Journal of Forecasting</i> , 1996 , 12, 193-221	5.3	64
2	How Advanced are Websites of SME Exporters? An Investigation into Drivers and Inhibitors. <i>Advances in International Marketing</i> , 395-426		2
1	Participant engagement in running events and why it matters who else takes part. <i>European Sport Management Quarterly</i> , 1-24	1.9	0