

# Justin Paul

## List of Publications by Year in descending order

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Version: 2024-02-01

154  
papers

13,445  
citations

34016

52  
h-index

28224

105  
g-index

159  
all docs

159  
docs citations

159  
times ranked

5688  
citing authors

#	ARTICLE	IF	CITATIONS
1	Predicting green product consumption using theory of planned behavior and reasoned action. <i>Journal of Retailing and Consumer Services</i> , 2016, 29, 123-134.	5.3	1,146
2	The art of writing literature review: What do we know and what do we need to know?. <i>International Business Review</i> , 2020, 29, 101717.	2.6	810
3	Consumer behavior and purchase intention for organic food: A review and research agenda. <i>Journal of Retailing and Consumer Services</i> , 2017, 38, 157-165.	5.3	611
4	Scientific procedures and rationales for systematic literature reviews (SPARQL). <i>International Journal of Consumer Studies</i> , 2021, 45, 01.	7.2	505
5	Exporting challenges of SMEs: A review and future research agenda. <i>Journal of World Business</i> , 2017, 52, 327-342.	4.6	497
6	CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. <i>Technological Forecasting and Social Change</i> , 2021, 173, 121092.	6.2	497
7	Gradual Internationalization vs Born-Global/International new venture models. <i>International Marketing Review</i> , 2019, 36, 830-858.	2.2	417
8	Reviving tourism industry post-COVID-19: A resilience-based framework. <i>Tourism Management Perspectives</i> , 2021, 37, 100786.	3.2	409
9	Consumer behavior and purchase intention for organic food. <i>Journal of Consumer Marketing</i> , 2012, 29, 412-422.	1.2	401
10	A review of research on outward foreign direct investment from emerging countries, including China: what do we know, how do we know and where should we be heading?. <i>Asia Pacific Business Review</i> , 2018, 24, 90-115.	2.0	379
11	Social entrepreneurship research: A review and future research agenda. <i>Journal of Business Research</i> , 2020, 113, 209-229.	5.8	303
12	Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 261-269.	5.3	301
13	Immigrant entrepreneurship: A review and research agenda. <i>Journal of Business Research</i> , 2020, 113, 25-38.	5.8	271
14	The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. <i>Journal of Cleaner Production</i> , 2019, 228, 1425-1436.	4.6	239
15	International franchising: A literature review and research agenda. <i>Journal of Business Research</i> , 2018, 85, 238-257.	5.8	235
16	â€˜Masstigeâ€™ marketing: A review, synthesis and research agenda. <i>Journal of Business Research</i> , 2020, 113, 384-398.	5.8	234
17	The role of self-determination theory in marketing science: An integrative review and agenda for research. <i>European Management Journal</i> , 2019, 37, 29-44.	3.1	224
18	Health motive and the purchase of organic food: A meta-analytic review. <i>International Journal of Consumer Studies</i> , 2020, 44, 162-171.	7.2	199

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19	Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. Journal of Business Research, 2021, 122, 608-620.	5.8	165
20	Five decades of research on foreign direct investment by MNEs: An overview and research agenda. Journal of Business Research, 2021, 124, 800-812.	5.8	163
21	Two decades of research on nation branding: a review and future research agenda. International Marketing Review, 2019, 38, 46-69.	2.2	152
22	Masstige model and measure for brand management. European Management Journal, 2019, 37, 299-312.	3.1	149
23	Toward a 7-P framework for international marketing. Journal of Strategic Marketing, 2020, 28, 681-701.	3.7	148
24	Marketing in emerging markets: a review, theoretical synthesis and extension. International Journal of Emerging Markets, 2019, 15, 446-468.	1.3	140
25	The 45 years of foreign direct investment research: Approaches, advances and analytical areas. World Economy, 2017, 40, 2512-2527.	1.4	125
26	Forty-five years of International Journal of Consumer Studies: A bibliometric review and directions for future research. International Journal of Consumer Studies, 2021, 45, 937-963.	7.2	119
27	An innovation resistance theory perspective on purchase of eco-friendly cosmetics. Journal of Retailing and Consumer Services, 2021, 59, 102369.	5.3	105
28	Impact of service quality on customer satisfaction in private and public sector banks. International Journal of Bank Marketing, 2016, 34, 606-622.	3.6	104
29	Masstige marketing redefined and mapped. Marketing Intelligence and Planning, 2015, 33, 691-706.	2.1	102
30	The consumer behavior of luxury goods: a review and research agenda. Journal of Strategic Marketing, 0, , 1-27.	3.7	102
31	Pro-environmental behavior and socio-demographic factors in an emerging market. Asian Journal of Business Ethics, 2017, 6, 189-214.	0.7	92
32	Mass prestige value and competition between American versus Asian laptop brands in an emerging market—Theory and evidence. International Business Review, 2018, 27, 969-981.	2.6	91
33	Online second-hand shopping motivation — Conceptualization, scale development, and validation. Journal of Retailing and Consumer Services, 2019, 51, 19-32.	5.3	90
34	Meta-analysis and traditional systematic literature reviews—What, why, when, where, and how?. Psychology and Marketing, 2022, 39, 1099-1115.	4.6	89
35	Covid-19 pandemic and consumer-employee-organization wellbeing: A dynamic capability theory approach. Journal of Consumer Affairs, 2022, 56, 359-390.	1.2	86
36	The Emergence of China and India in the Global Market. Journal of East-West Business, 2016, 22, 28-50.	0.3	81

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37	Does Celebrity Image Congruence Influences Brand Attitude and Purchase Intention?. Journal of Promotion Management, 2018, 24, 153-177.	2.4	80
38	Trade credit research before and after the global financial crisis of 2008 – A bibliometric overview. Research in International Business and Finance, 2020, 54, 101287.	3.1	80
39	Individual motivation and social media influence on student knowledge sharing and learning performance: Evidence from an emerging economy. Computers and Education, 2021, 172, 104262.	5.1	78
40	Process and intensity of internationalization of IT firms – Evidence from India. International Business Review, 2014, 23, 594-603.	2.6	74
41	Does digital footprint act as a digital asset? – Enhancing brand experience through remarketing. International Journal of Information Management, 2019, 49, 142-156.	10.5	72
42	The bright side of online consumer behavior: Continuance intention for mobile payments. Journal of Consumer Behaviour, 2022, 21, 523-542.	2.6	72
43	Does organizational structure facilitate inbound and outbound open innovation in SMEs?. Small Business Economics, 2020, 55, 1091-1112.	4.4	71
44	The determinants and performance of early internationalizing firms: A literature review and research agenda. International Business Review, 2020, 29, 101662.	2.6	71
45	Celebrity endorsement and brand passion among air travelers: Theory and evidence. International Journal of Hospitality Management, 2020, 85, 102347.	5.3	70
46	Mobile shoppers’ response to Covid-19 phobia, pessimism and smartphone addiction: Does social influence matter?. Technological Forecasting and Social Change, 2022, 174, 121249.	6.2	70
47	Do young managers in a developing country have stronger entrepreneurial intentions? Theory and debate. International Business Review, 2016, 25, 1197-1210.	2.6	66
48	Internationalization barriers of SMEs from developing countries: a review and research agenda. International Journal of Entrepreneurial Behaviour and Research, 2020, 26, 1281-1310.	2.3	66
49	Relating the role of green self-concepts and identity on green purchasing behaviour: An empirical analysis. Business Strategy and the Environment, 2020, 29, 3203-3219.	8.5	66
50	Intrinsic motivation of luxury consumers in an emerging market. Journal of Retailing and Consumer Services, 2021, 61, 102531.	5.3	66
51	Eco-friendly hotel stay and environmental attitude: A value-attitude-behaviour perspective. International Journal of Hospitality Management, 2022, 100, 103094.	5.3	66
52	Dispositional traits and organic food consumption. Journal of Cleaner Production, 2020, 266, 121961.	4.6	62
53	How do digital natives perceive and react toward online advertising? Implications for SMEs. Journal of Strategic Marketing, 0, , 1-35.	3.7	59
54	Toward a 'masstige' theory and strategy for marketing. European Journal of International Management, 2018, 12, 722.	0.1	58

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55	Do brands make consumers happy?- A masstige theory perspective. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102318.	5.3	57
56	Consumer satisfaction in retail stores: theory and implications. <i>International Journal of Consumer Studies</i> , 2016, 40, 635-642.	7.2	56
57	Consumer response towards social media advertising: Effect of media interactivity, its conditions and the underlying mechanism. <i>International Journal of Information Management</i> , 2020, 54, 102155.	10.5	54
58	Determinants of mobile apps adoption among young adults: theoretical extension and analysis. <i>Journal of Marketing Communications</i> , 2021, 27, 481-509.	2.7	51
59	Toward A New Model For Firm Internationalization: Conservative, Predictable, and Pacemaker Companies and Markets. <i>Canadian Journal of Administrative Sciences</i> , 2019, 36, 336-349.	0.9	50
60	SCOPE framework for SMEs: A new theoretical lens for success and internationalization. <i>European Management Journal</i> , 2020, 38, 219-230.	3.1	50
61	Examining the role of consumer impulsiveness in multiple app usage behavior among mobile shoppers. <i>Journal of Business Research</i> , 2022, 140, 657-669.	5.8	50
62	Healthcare appsâ€™ purchase intention: A consumption values perspective. <i>Technovation</i> , 2023, 120, 102481.	4.2	50
63	SMEs and entrepreneurship in the era of globalization: advances and theoretical approaches. <i>Small Business Economics</i> , 2020, 55, 695-703.	4.4	49
64	Knowledge transfer and innovation through university-industry partnership: an integrated theoretical view. <i>Knowledge Management Research and Practice</i> , 2019, 17, 436-448.	2.7	48
65	Hyper-personalization, co-creation, digital clienteling and transformation. <i>Journal of Business Research</i> , 2021, 124, 12-23.	5.8	48
66	Consumer ethics: A review and research agenda. <i>Psychology and Marketing</i> , 2022, 39, 111.	4.6	48
67	The personalisation-privacy paradox: Consumer interaction with smart technologies and shopping mall loyalty. <i>Computers in Human Behavior</i> , 2022, 126, 106976.	5.1	48
68	Retailing and consumer services at a tipping point: New conceptual frameworks and theoretical models. <i>Journal of Retailing and Consumer Services</i> , 2020, 54, 101977.	5.3	47
69	Experience and attitude towards luxury brands consumption in an emerging market. <i>European Business Review</i> , 2020, 32, 909-936.	1.9	46
70	Digital platforms for business-to-business markets: A systematic review and future research agenda. <i>Journal of Business Research</i> , 2021, 137, 354-365.	5.8	46
71	Consumers' choice behavior: An interactive effect of expected eudaimonic well-being and green altruism. <i>Business Strategy and the Environment</i> , 2022, 31, 94-109.	8.5	45
72	Foreign Market Entry Mode Research: A Review and Research Agenda. <i>International Trade Journal</i> , 2017, 31, 429-456.	0.5	43

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73	Like it or not! Brand communication on social networking sites triggers consumerâ€based brand equity. <i>International Journal of Consumer Studies</i> , 2022, 46, 1381-1398.	7.2	43
74	Exports and outward FDI: are they complements or substitutes? Evidence from Asia. <i>Multinational Business Review</i> , 2016, 24, 62-78.	1.4	42
75	Institutional determinants of foreign direct investment inflows: evidence from emerging markets. <i>International Journal of Emerging Markets</i> , 2019, 15, 245-261.	1.3	40
76	E-service quality and e-retailers: Attribute-based multi-dimensional scaling. <i>Computers in Human Behavior</i> , 2021, 115, 106608.	5.1	40
77	Analyzing challenges for sustainable supply chain of electric vehicle batteries using a hybrid approach of Delphi and Best-Worst Method. <i>Resources, Conservation and Recycling</i> , 2021, 175, 105879.	5.3	40
78	The Rise of China: What, When, Where, and Why?. <i>International Trade Journal</i> , 2016, 30, 207-222.	0.5	37
79	Entrepreneurial intentionsâ€™ theory and evidence from Asia, America, and Europe. <i>Journal of International Entrepreneurship</i> , 2017, 15, 324-351.	1.8	37
80	The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. <i>Psychology and Marketing</i> , 2022, 39, 1398-1412.	4.6	37
81	Mass prestige, brand happiness and brand evangelism among consumers. <i>Journal of Business Research</i> , 2022, 144, 484-496.	5.8	36
82	Perceived usefulness of online customer reviews: A review mining approach using machine learning & exploratory data analysis. <i>Journal of Business Research</i> , 2022, 150, 147-164.	5.8	36
83	Three decades of export competitiveness literature: systematic review, synthesis and future research agenda. <i>International Marketing Review</i> , 2021, 38, 1082-1111.	2.2	35
84	Frugal innovations: A multidisciplinary review & agenda for future research. <i>Journal of Business Research</i> , 2022, 142, 914-929.	5.8	35
85	The role of brand experience, brand resonance and brand trust in luxury consumption. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102895.	5.3	34
86	The phenomenon of purchasing second-hand products by the BOP consumers. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102189.	5.3	33
87	Strategic CSRâ€brand fit and customersâ€™ brand passion: Theoretical extension and analysis. <i>Psychology and Marketing</i> , 2021, 38, 759-773.	4.6	33
88	Innovation implementation in Asia-Pacific countries: a review and research agenda. <i>Asia Pacific Business Review</i> , 2021, 27, 180-208.	2.0	33
89	A new conceptual model for international franchising. <i>International Journal of Hospitality Management</i> , 2018, 75, 179-188.	5.3	31
90	Organizational Ambidexterity: A Review and Research Agenda. <i>IEEE Transactions on Engineering Management</i> , 2024, 71, 121-137.	2.4	31

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91	Visual merchandising and store atmospherics: An integrated review and future research directions. <i>Journal of Business Research</i> , 2022, 151, 397-408.	5.8	31
92	Non-€deceptive counterfeit purchase behavior of luxury fashion products. <i>Journal of Consumer Behaviour</i> , 2021, 20, 1078-1091.	2.6	30
93	Does social influence turn pessimistic consumers green?. <i>Business Strategy and the Environment</i> , 2021, 30, 2937-2950.	8.5	29
94	Upgrading without formal integration in M&A: The role of social integration. <i>Global Strategy Journal</i> , 2020, 10, 619-652.	4.4	27
95	Rethinking the bottom of the pyramid: Towards a new marketing mix. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102275.	5.3	27
96	The effect of assortment and fulfillment on shopping assistance and efficiency: An e-tail servicescape perspective. <i>Journal of Retailing and Consumer Services</i> , 2021, 59, 102393.	5.3	27
97	Determinants of adoption of latest version smartphones: Theory and evidence. <i>Technological Forecasting and Social Change</i> , 2022, 175, 121410.	6.2	25
98	Does the WTO Increase Trade and Cause Convergence?. <i>International Trade Journal</i> , 2015, 29, 291-308.	0.5	22
99	Examining m-coupon redemption intention among consumers: A moderated moderated-mediation and conditional model. <i>International Journal of Information Management</i> , 2021, 57, 102288.	10.5	22
100	Effect of online social media marketing efforts on customer response. <i>Journal of Consumer Behaviour</i> , 2022, 21, 554-571.	2.6	22
101	Role of social media on mobile banking adoption among consumers. <i>Technological Forecasting and Social Change</i> , 2022, 180, 121720.	6.2	21
102	The role of organismic integration theory in marketing science: A systematic review and research agenda. <i>European Management Journal</i> , 2022, 40, 208-223.	3.1	20
103	Impact of energy efficiency-based ICT adoptions on prosumers and consumers. <i>Journal of Cleaner Production</i> , 2022, 331, 130008.	4.6	20
104	The soft skills gap: a bottleneck in the talent supply in emerging economies. <i>International Journal of Human Resource Management</i> , 2022, 33, 2630-2661.	3.3	19
105	Forty years of <i>European Management Journal</i> : A bibliometric overview. <i>European Management Journal</i> , 2022, 40, 10-28.	3.1	19
106	Bandwagon effect revisited: A systematic review to develop future research agenda. <i>Journal of Business Research</i> , 2022, 143, 305-317.	5.8	19
107	The creation and development of learning organizations: a review. <i>Journal of Knowledge Management</i> , 2021, 25, 2540-2566.	3.2	18
108	Neuroentrepreneurship: an integrative review and research agenda. <i>Entrepreneurship and Regional Development</i> , 2021, 33, 863-893.	2.0	17

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109	Market access and the mirage of marketing to the maximum: new measures. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 676-688.	1.8	16
110	SME Internationalisation: The Relationship Between Social Capital and Entry Mode. <i>Management International Review</i> , 2020, 60, 623-650.	2.1	16
111	Internationalization challenges for SMEs: evidence and theoretical extension. <i>European Business Review</i> , 2021, 33, 316-344.	1.9	15
112	Consumers' untrust and behavioral intentions in the backdrop of hotel booking attributes. <i>International Journal of Contemporary Hospitality Management</i> , 2022, 34, 2026-2047.	5.3	14
113	What determine shoppers' preferences for malls in an emerging market?. <i>Young Consumers</i> , 2017, 18, 70-83.	2.3	13
114	Service failure and problems: Internal marketing solutions for facing the future. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 304-311.	5.3	13
115	Deciphering 'Urge to Buy': A Meta-Analysis of Antecedents. <i>International Journal of Market Research</i> , 2022, 64, 773-798.	2.8	12
116	Effect of Internal Marketing on Hotels: Empirical Evidence for Internal Customers. <i>International Journal of Hospitality and Tourism Administration</i> , 2015, 16, 311-330.	1.7	11
117	New and novel business paradigms in and from China and India. <i>European Business Review</i> , 2020, 32, 758-800.	1.9	11
118	Antecedents of employee alienation and its impact on individual work performance during post-merger integration (PMI). <i>Journal of Organizational Change Management</i> , 2020, 33, 1085-1110.	1.7	11
119	A retrospective of the <i>Journal of Strategic Marketing</i> from 1993 to 2019 using bibliometric analysis. <i>Journal of Strategic Marketing</i> , 2022, 30, 239-259.	3.7	11
120	Deciphering the impact of responsiveness on customer satisfaction, cross-buying behaviour, revisit intention and referral behaviour. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, 34, 2052-2072.	1.8	10
121	Demystifying tourists' intention to purchase travel online: the moderating role of technical anxiety and attitude. <i>Current Issues in Tourism</i> , 2023, 26, 2164-2183.	4.6	10
122	Blockchain for SME Clusters: An Ideation using the Framework of Ostrom Commons Governance. <i>Information Systems Frontiers</i> , 2022, 24, 1125-1143.	4.1	10
123	Japanese acquisition in India's Ranbaxy. <i>Competitiveness Review</i> , 2011, 21, 452-470.	1.8	9
124	Examining guests' experience in luxury hotels: evidence from an emerging market. <i>Journal of Marketing Management</i> , 2022, 38, 1278-1306.	1.2	9
125	Enhancing customer base and productivity through e-delivery channels study of banks in India. <i>International Journal of Electronic Marketing and Retailing</i> , 2011, 4, 151.	0.1	8
126	Dimensions of shopping preferences by women in India and the USA - a cross country study. <i>International Journal of Indian Culture and Business Management</i> , 2014, 8, 519.	0.1	8



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127	Comparing entrepreneurial communities. <i>Journal of Enterprising Communities</i> , 2015, 9, 206-220.	1.6	8
128	Introduction: the role and relevance of literature reviews and research in the Asia Pacific. <i>Asia Pacific Business Review</i> , 2021, 27, 145-149.	2.0	8
129	Tell us your concern, and we shall together address! Role of service booking channels and brand equity on post-failure outcomes. <i>International Journal of Hospitality Management</i> , 2021, 96, 102982.	5.3	8
130	High and Low Impulsive Buying in Social Commerce: A SPAR-4-SLR and fsQCA Approach. <i>IEEE Transactions on Engineering Management</i> , 2024, 71, 2226-2240.	2.4	8
131	Determinants of attitude of teachers – factor analysis and strategies for success. <i>Competitiveness Review</i> , 2014, 24, 5-19.	1.8	7
132	The Internationalization of Asian Firms: An Overview and Research Agenda. <i>Journal of East-West Business</i> , 2016, 22, 237-241.	0.3	7
133	Strategic and financial similarities of bank mergers. <i>Review of International Business and Strategy</i> , 2016, 26, 50-68.	2.3	7
134	Research in strategic marketing: past and future (Developing New Models, Reviews, Measures, Methods) <i>Tj ETQq0 0,0 rgBT /Qverlock 10</i>	3.7	7
135	Role of emerging markets vis-à-vis frontier markets in improving portfolio diversification benefits. <i>International Review of Economics and Finance</i> , 2022, 78, 95-121.	2.2	7
136	Segmenting the Bottom of the Pyramid Consumers: Theoretical Approach. <i>International Journal of Market Research</i> , 0, , 147078532110550.	2.8	7
137	Factors impacting innovation performance for entrepreneurs in India. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2021, 27, 356-377.	2.3	6
138	Use of microblogging platform for digital communication in politics. <i>Journal of Business Research</i> , 2021, 127, 322-331.	5.8	6
139	Impact of nation brand experience on nation brand loyalty, and positive WOM in a changing environment: the role of nation brand love. <i>International Marketing Review</i> , 2023, 40, 28-48.	2.2	6
140	Theory of dogmatism, personality traits and shopping behavior. <i>European Management Journal</i> , 2023, 41, 302-311.	3.1	6
141	Relationships among actors within the sharing economy: Meta-analytics review. <i>International Journal of Hospitality Management</i> , 2022, 103, 103215.	5.3	6
142	Role of socioemotional wealth (SEW) in the internationalisation of family firms. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2023, 29, 1-26.	2.3	5
143	Resolving complaints online: development and validation of customers' perceived webcare scale. <i>Journal of Strategic Marketing</i> , 2022, 30, 260-280.	3.7	4
144	Revisiting models of internationalization: Pre-export phase and lateral rigidity of emerging market Small and Medium Enterprises. <i>Thunderbird International Business Review</i> , 2022, 64, 125-138.	0.9	4

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145	Country dispersion in international franchising: system, proportion, and performance. <i>International Journal of Retail and Distribution Management</i> , 2019, 47, 752-771.	2.7	3
146	The virality of advertising content. <i>Journal of Research in Interactive Marketing</i> , 2023, 17, 374-397.	7.2	3
147	Trade and Industrialisation in India. <i>Foreign Trade Review</i> , 2000, 35, 15-21.	0.7	2
148	Technical Efficiency for Strategic Change and Global Competitiveness. <i>Strategic Change</i> , 2017, 26, 53-67.	2.5	2
149	Comparisons of entrepreneurial passion's structure and its antecedents: latent profile analyses in China and South Korea. <i>Asian Business and Management</i> , 2020, , 1.	1.7	2
150	The internationalization of Australian innovative small-to-medium enterprises utilizing wholly foreign-owned entities in China. <i>Thunderbird International Business Review</i> , 2022, 64, 285-299.	0.9	2
151	Biotechnology "The New Age" Global Industry. <i>Global Business Review</i> , 2005, 6, 315-321.	1.6	1
152	Indian culture, lunar phases and stock market returns. <i>International Journal of Indian Culture and Business Management</i> , 2019, 19, 394.	0.1	1
153	Impact of Global Recession on Developed and Bric Countries. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
154	Strategic Planning at Brisbane Airport. <i>Asian Case Research Journal</i> , 2010, 14, 265-293.	0.1	0