

# Tracy Gaynor Harwood

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3414550/publications.pdf>

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33  
papers

1,167  
citations

1051969

10  
h-index

620720

26  
g-index

33  
all docs

33  
docs citations

33  
times ranked

1169  
citing authors

#	ARTICLE	IF	CITATIONS
1	Artificial Intelligence in the healthcare of older people. , 2020, 4, 007-013.		11
2	Value Transformation: From Online Community to Business Benefit. Palgrave Studies in Business, Arts and Humanities, 2020, , 243-264.	0.2	0
3	Technological disruptions in services: lessons from tourism and hospitality. Journal of Service Management, 2019, 30, 484-506.	4.4	373
4	Trust and its predictors within a cyber-physical system context. Journal of Services Marketing, 2019, 33, 407-428.	1.7	6
5	Design fiction diegetic prototyping: a research framework for visualizing service innovations. Journal of Services Marketing, 2019, 34, 59-73.	1.7	8
6	Cyborgs as frontline service employees: a research agenda. Journal of Service Theory and Practice, 2019, 29, 415-437.	1.9	21
7	Cocurated Digital Culture: Machinima. Leonardo, 2019, 52, 123-127.	0.2	2
8	Role of Artificial Intelligence (AI) Art in Care of Ageing Society: Focus on Dementia. , 2019, 3, 1-1.		3
9	Value Transformation in the "Let's Play" Gaming Subculture. Journal of Creating Value, 2018, 4, 229-242.0.3		3
10	Convergence Markets: Virtual [Corpo]reality. Markets, Globalization & Development Review: the Official Journal of the International Society of Markets and Development, 2018, 03, .	0.1	0
11	Retail perspectives on the threshold. , 2018, , 192-210.		0
12	An evaluation of performance arts in generating business value. Arts and the Market, 2017, 7, 80-100.	0.3	1
13	Internet of Things: understanding trust in techno-service systems. Journal of Service Management, 2017, 28, 442-475.	4.4	44
14	Exploring Consumer Associations Between Corporate Reputation, Corporate Sustainability, and Product Attributes Within Utilitarian Market Contexts. International Studies of Management and Organization, 2017, 47, 258-275.	0.4	4
15	Machinima. Advances in Media, Entertainment and the Arts, 2016, , 149-181.	0.0	1
16	Machinima: Extending brand reach. Journal of Consumer Behaviour, 2015, 14, 378-388.	2.6	1
17	An investigation into gamification as a customer engagement experience environment. Journal of Services Marketing, 2015, 29, 533-546.	1.7	202
18	Co-creation and ambiguous ownership within virtual communities: the case of the Machinima community. Journal of Consumer Behaviour, 2014, 13, 148-156.	2.6	27

#	ARTICLE	IF	CITATIONS
19	Mobile Eye-Tracking in Retail Research. , 2014, , 183-199.		10
20	Marketing beyond the frontier? Researching the new marketing landscape of virtual worlds. Journal of Marketing Management, 2013, 29, 1435-1442.	1.2	17
21	Shedding light on retail environments. , 2013, , .		2
22	Machinima as a learning tool. Digital Creativity, 2013, 24, 168-181.	0.8	8
23	Market Research within 3D Virtual Worlds: An Examination of Pertinent Issues. International Journal of Market Research, 2013, 55, 247-266.	2.8	11
24	Emergence of Gamified Commerce. Journal of Electronic Commerce in Organizations, 2012, 10, 16-39.	0.6	10
25	Towards a Manifesto for Machinima. Journal of Visual Culture, 2011, 10, 6-12.	0.2	7
26	Convergence of Online Gaming and E-Commerce. Advances in Electronic Commerce Series, 2011, , 61-89.	0.2	2
27	“It’s Mine!”™ “ Participation and ownership within virtual co-creation environments. Journal of Marketing Management, 2010, 26, 290-301.	1.2	52
28	The moderating influence of client sophistication on relationships within business-to-business credence service markets. Journal of Business and Industrial Marketing, 2009, 24, 380-388.	1.8	5
29	Infiltrating an e-tribe: marketing within the Machinima [computerised games] community. Journal of Customer Behavior, 2009, 8, 67-83.	0.0	4
30	Grounding continuous professional development (CPD) in teaching practice. Innovations in Education and Teaching International, 2006, 43, 29-39.	1.5	15
31	Developing Buyer-Seller Relationships Through Face-to-Face Negotiations. Journal of Relationship Marketing, 2006, 4, 105-122.	2.8	31
32	An Overview of Content Analysis. The Marketing Review, 2003, 3, 479-498.	0.1	270
33	Business negotiations in the context of strategic relationship development. Marketing Intelligence and Planning, 2002, 20, 336-348.	2.1	16