

# Michael T Ewing

## List of Publications by Year in descending order

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Version: 2024-02-01

73  
papers

3,151  
citations

136950  
32  
h-index

168389  
53  
g-index

73  
all docs

73  
docs citations

73  
times ranked

2483  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of the Social Structure of Digital Networks on Viral Marketing Performance. Information Systems Research, 2008, 19, 273-290.	3.7	256
2	How corporate reputation, quality, and value influence online loyalty. Journal of Business Research, 2010, 63, 1103-1110.	10.2	214
3	Brand Management in Small to Medium-Sized Enterprises*. Journal of Small Business Management, 2008, 46, 27-45.	4.8	174
4	Developing and validating a multidimensional nonprofit brand orientation scale. Journal of Business Research, 2005, 58, 841-853.	10.2	166
5	Assessment of the Three-Column Format SERVQUAL. Journal of Business Research, 2000, 49, 57-65.	10.2	123
6	AN ALTERNATE APPROACH TO ASSESSING CROSS-CULTURAL MEASUREMENT EQUIVALENCE IN ADVERTISING RESEARCH. Journal of Advertising, 2005, 34, 17-36.	6.6	99
7	Do universities that are more market orientated perform better?. International Journal of Public Sector Management, 1998, 11, 55-70.	1.8	98
8	Children's understanding of the selling versus persuasive intent of junk food advertising: Implications for regulation. Social Science and Medicine, 2011, 72, 962-968.	3.8	97
9	Brand rivalry and community conflict. Journal of Business Research, 2013, 66, 4-12.	10.2	95
10	Integrated marketing communications measurement and evaluation. Journal of Marketing Communications, 2009, 15, 103-117.	4.0	74
11	An internal marketing approach to public sector management. International Journal of Public Sector Management, 1999, 12, 17-29.	1.8	73
12	The effect of anomie on academic dishonesty among university students. International Journal of Educational Management, 2000, 14, 23-30.	1.5	72
13	Market Orientation and Performance in the Public Sector. Journal of Global Marketing, 1999, 12, 59-79.	3.4	71
14	Knowledge about sports-related concussion: is the message getting through to coaches and trainers?. British Journal of Sports Medicine, 2014, 48, 119-124.	6.7	67
15	Norms and power in marketing relationships. Journal of Business Research, 2003, 56, 699-709.	10.2	65
16	The Market Orientation-Performance Link: Some Evidence from the Public Sector and Universities. Journal of Nonprofit and Public Sector Marketing, 1998, 6, 63-82.	1.6	64
17	The impact of franchisor support, brand commitment, brand citizenship behavior, and franchisee experience on franchisee-perceived brand image. Journal of Business Research, 2015, 68, 1886-1894.	10.2	64
18	Forward or delete: What drives peer-to-peer message propagation across social networks?. Journal of Consumer Behaviour, 2011, 10, 365-372.	4.2	59

#	ARTICLE	IF	CITATIONS
19	THE BRAND CAPABILITY VALUE OF INTEGRATED MARKETING COMMUNICATION (IMC). Journal of Advertising, 2005, 34, 25-40.	6.6	56
20	Franchisee-based brand equity: The role of brand relationship quality and brand citizenship behavior. Industrial Marketing Management, 2016, 52, 163-174.	6.7	55
21	Concussion guidelines need to move from only expert content to also include implementation and dissemination strategies. British Journal of Sports Medicine, 2013, 47, 12-14.	6.7	51
22	Market orientation and organizational commitment in the Australian public sector. International Journal of Public Sector Management, 1997, 10, 294-303.	1.8	50
23	Stakeholder theory and internal marketing communications: a framework for analysing the influence of new media. Journal of Marketing Communications, 2003, 9, 147-161.	4.0	47
24	Driving-market or market-driven? A case study analysis of the new product development practices of Chinese business-to-business firms. Industrial Marketing Management, 2006, 35, 383-393.	6.7	46
25	Proactive behavior and industrial salesforce performance. Industrial Marketing Management, 2002, 31, 639-644.	6.7	44
26	Developing customised CRM projects: The role of industry norms, organisational context and customer expectations on CRM implementation. Industrial Marketing Management, 2013, 42, 1328-1344.	6.7	43
27	Brand and retailer loyalty: past behavior and future intentions. Journal of Product and Brand Management, 2000, 9, 120-127.	4.3	42
28	Ethical evaluation of audience segmentation in social marketing. European Journal of Marketing, 2013, 47, 1421-1438.	2.9	42
29	Testing airline passengers' responses to flight attendants' expressive displays: The effects of positive affect. Journal of Business Research, 2007, 60, 81-83.	10.2	40
30	Practitioner prognostications on the future of online marketing. Journal of Marketing Management, 2010, 26, 361-376.	2.3	40
31	Anomia and deviant behaviour in marketing: some preliminary evidence. Journal of Managerial Psychology, 2001, 16, 322-338.	2.2	39
32	An ex-ante approach to brand capability valuation. Journal of Business Research, 2009, 62, 323-331.	10.2	33
33	The psychometric properties of eTail quality. International Marketing Review, 2006, 23, 353-370.	3.6	32
34	E-comprehension. Industrial Marketing Management, 2002, 31, 125-131.	6.7	31
35	Brand death: A developmental model of senescence. Journal of Business Research, 2009, 62, 332-338.	10.2	31
36	Corporate reputation in the People's Republic of China: A B2B perspective. Industrial Marketing Management, 2010, 39, 728-736.	6.7	31

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37	Perceived agency politics and conflicts of interest as potential barriers to IMC orientation. <i>Journal of Marketing Communications</i> , 2000, 6, 107-119.	4.0	29
38	The process of global brand strategy development and regional implementation. <i>International Journal of Research in Marketing</i> , 2012, 29, 5-12.	4.2	29
39	Brand relationships and brand equity in franchising. <i>Industrial Marketing Management</i> , 2011, , .	6.7	26
40	The Net Generation. <i>Journal of International Consumer Marketing</i> , 2000, 13, 21-34.	3.7	23
41	Stakeholder communication management on the Internet: An integrated matrix for the identification of opportunities. <i>Journal of Communication Management</i> , 2001, 5, 138-146.	2.3	23
42	Agency-client chemistry: demographic and psychographic influences. <i>International Journal of Advertising</i> , 2001, 20, 169-187.	6.7	22
43	Renaissance: a case study in brand revitalization and strategic realignment. <i>Journal of Product and Brand Management</i> , 1995, 4, 19-26.	4.3	21
44	Intranet effectiveness: a public relations paper-and-pencil checklist. <i>Public Relations Review</i> , 2002, 28, 113-123.	3.2	21
45	Corporate reputation and perceived risk in professional engineering services. <i>Corporate Communications</i> , 1999, 4, 121-128.	2.1	20
46	Detecting gender item bias and differential manifest response behavior: A Rasch-based solution. <i>Journal of Business Research</i> , 2014, 67, 598-607.	10.2	20
47	Conceptual overlap between moral norms and anticipated regret in the prediction of intention: Implications for theory of planned behaviour research. <i>Psychology and Health</i> , 2013, 28, 495-513.	2.2	19
48	Resolving the theory of planned behaviour's "expectancy-value muddle"™ using dimensional salience. <i>Psychology and Health</i> , 2012, 27, 588-602.	2.2	18
49	Intention to use sport concussion guidelines among community-level coaches and sports trainers. <i>Journal of Science and Medicine in Sport</i> , 2014, 17, 469-473.	1.3	17
50	Marketing Within the Public Sector. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2000, 8, 3-15.	1.6	16
51	Factors Affecting the Adoption of the Internet in the Public Sector. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2000, 7, 77-88.	1.6	16
52	How Advertising Works: Alternative Situational and Attitudinal Explanations. <i>Marketing Theory</i> , 2004, 4, 91-112.	3.1	16
53	A Profile of Australian Adults Who Have Discussed Their Posthumous Organ Donation Wishes With Family Members. <i>Journal of Health Communication</i> , 2010, 15, 470-486.	2.4	14
54	Resolving contradictions in institutional demands through loose coupling. <i>Industrial Marketing Management</i> , 2014, 43, 747-753.	6.7	12

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55	Analysing competitors' online persuasive themes with text mining. <i>Marketing Intelligence and Planning</i> , 2004, 22, 187-200.	3.5	11
56	When nutritional guidelines and life collide: family fruit and vegetable socialisation practices in low socioeconomic communities. <i>Journal of Marketing Management</i> , 2014, 30, 1625-1653.	2.3	11
57	Social marketing: why injury prevention needs to adopt this behaviour change approach. <i>British Journal of Sports Medicine</i> , 2013, 47, 665-667.	6.7	10
58	Customer Evaluations of Service Complaint Experiences in the Public Sector. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2000, 7, 3-30.	1.6	9
59	Exploring consumers' responses to service providers' positive affective displays. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2007, 1, 97-109.	2.9	8
60	A cross-nationally validated decision-making model of environmental coaction. <i>International Marketing Review</i> , 2015, 32, 350-365.	3.6	8
61	Brands, artifacts and design theory: a call to action. <i>Journal of Product and Brand Management</i> , 2006, 15, 255-256.	4.3	7
62	Medical clinic facilities and doctor characteristics: What older rural men value. <i>Australian Journal of Rural Health</i> , 2007, 15, 41-45.	1.5	7
63	The Good News About Television: Attitudes Aren't Getting Worse. <i>Journal of Advertising Research</i> , 2013, 53, 83-89.	2.1	6
64	How Contagious Is Your Viral Marketing Campaign?. <i>Journal of Advertising Research</i> , 2014, 54, 205-216.	2.1	6
65	The MOVE study: a study protocol for a randomised controlled trial assessing interventions to maximise attendance at physical activity facilities. <i>BMC Public Health</i> , 2015, 15, 403.	2.9	6
66	The dimensional salience solution to the expectancy-value muddle: An extension. <i>Psychology and Health</i> , 2014, 29, 1458-1475.	2.2	5
67	Gender differences in beliefs about condom use among young, heterosexual Australian adults. <i>Health Education Journal</i> , 2013, 72, 443-449.	1.2	4
68	Effects of Economic Recession on Export Activity. <i>Journal of Global Marketing</i> , 2000, 13, 93-106.	3.4	3
69	Managers' and employees' perceptions of communication in a service culture: a case study. <i>Corporate Communications</i> , 1998, 3, 106-114.	2.1	2
70	Affluent Asia. <i>Journal of International Consumer Marketing</i> , 1999, 12, 25-37.	3.7	1
71	The Role of Government in Promoting Exports During an Economic Recession. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2000, 7, 51-61.	1.6	1
72	The Intra- and Inter-Personal Dynamics Associated with Consuming Sensitive Products: Understanding the Consumption of Erectile Function Aids Using Dimensional Qualitative Research. <i>Psychology and Marketing</i> , 2012, 29, 1-14.	8.2	0

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73	Balancing creativity and organisational performance in an advertising agency network: A case study. Journal of Marketing Communications, 2020, , 1-25.	4.0	0