Michael T Ewing

List of Publications by Year
in descending order

73 papers	**3,151** citations	156536 **32** h-index	190340 **53** g-index
73 all docs	**73** docs citations	**73** times ranked	**2812** citing authors

#	Article	IF	Citations
1	Balancing creativity and organisational performance in an advertising agency network: A case study. Journal of Marketing Communications, 2020, , 1-25.	2.7	0
2	Franchisee-based brand equity: The role of brand relationship quality and brand citizenship behavior. Industrial Marketing Management, 2016, 52, 163-174.	3.7	55
3	A cross-nationally validated decision-making model of environmental coaction. International Marketing Review, 2015, 32, 350-365.	2.2	8
4	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.	5.8	64
5	The MOVE study: a study protocol for a randomised controlled trial assessing interventions to maximise attendance at physical activity facilities. BMC Public Health, 2015, 15, 403.	1.2	6
6	How Contagious Is Your Viral Marketing Campaign?. Journal of Advertising Research, 2014, 54, 205-216.	1.0	6
7	The dimensional salience solution to the expectancy-value muddle: An extension. Psychology and Health, 2014, 29, 1458-1475.	1.2	5
8	Knowledge about sports-related concussion: is the message getting through to coaches and trainers?. British Journal of Sports Medicine, 2014, 48, 119-124.	3.1	67
9	Resolving contradictions in institutional demands through loose coupling. Industrial Marketing Management, 2014, 43, 747-753.	3.7	12
10	Intention to use sport concussion guidelines among community-level coaches and sports trainers. Journal of Science and Medicine in Sport, 2014, 17, 469-473.	0.6	17
11	Detecting gender item bias and differential manifest response behavior: A Rasch-based solution. Journal of Business Research, 2014, 67, 598-607.	5.8	20
12	When nutritional guidelines and life collide: family fruit and vegetable socialisation practices in low socioeconomic communities. Journal of Marketing Management, 2014, 30, 1625-1653.	1.2	11
13	Developing customised CRM projects: The role of industry norms, organisational context and customer expectations on CRM implementation. Industrial Marketing Management, 2013, 42, 1328-1344.	3.7	43
14	Brand rivalry and community conflict. Journal of Business Research, 2013, 66, 4-12.	5.8	95
15	Ethical evaluation of audience segmentation in social marketing. European Journal of Marketing, 2013, 47, 1421-1438.	1.7	42
16	Gender differences in beliefs about condom use among young, heterosexual Australian adults. Health Education Journal, 2013, 72, 443-449.	0.6	4
17	Social marketing: why injury prevention needs to adopt this behaviour change approach. British Journal of Sports Medicine, 2013, 47, 665-667.	3.1	10
18	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.	3.1	51

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19	Conceptual overlap between moral norms and anticipated regret in the prediction of intention: Implications for theory of planned behaviour research. Psychology and Health, 2013, 28, 495-513.	1.2	19
20	The Good News About Television: Attitudes Aren't Getting Worse. Journal of Advertising Research, 2013, 53, 83-89.	1.0	6
21	Resolving the theory of planned behaviour's 'expectancy-value muddle' using dimensional salience. Psychology and Health, 2012, 27, 588-602.	1.2	18
22	The process of global brand strategy development and regional implementation. International Journal of Research in Marketing, 2012, 29, 5-12.	2.4	29
23	The Intra–and Inter–Personal Dynamics Associated with Consuming Sensitive Products: Understanding the Consumption of Erectile Function Aids Using Dimensional Qualitative Research. Psychology and Marketing, 2012, 29, 1-14.	4.6	0
24	Brand relationships and brand equity in franchising. Industrial Marketing Management, 2011, , .	3.7	26
25	Children's understanding of the selling versus persuasive intent of junk food advertising: Implications for regulation. Social Science and Medicine, 2011, 72, 962-968.	1.8	97
26	Forward or delete: What drives peer–to–peer message propagation across social networks?. Journal of Consumer Behaviour, 2011, 10, 365-372.	2.6	59
27	Corporate reputation in the People's Republic of China: A B2B perspective. Industrial Marketing Management, 2010, 39, 728-736.	3.7	31
28	How corporate reputation, quality, and value influence online loyalty. Journal of Business Research, 2010, 63, 1103-1110.	5.8	214
29	Practitioner prognostications on the future of online marketing. Journal of Marketing Management, 2010, 26, 361-376.	1.2	40
30	A Profile of Australian Adults Who Have Discussed Their Posthumous Organ Donation Wishes With Family Members. Journal of Health Communication, 2010, 15, 470-486.	1.2	14
31	An ex-ante approach to brand capability valuation. Journal of Business Research, 2009, 62, 323-331.	5.8	33
32	Brand death: A developmental model of senescence. Journal of Business Research, 2009, 62, 332-338.	5.8	31
33	Integrated marketing communications measurement and evaluation. Journal of Marketing Communications, 2009, 15, 103-117.	2.7	74
34	Brand Management in Small to Medium-Sized Enterprises*. Journal of Small Business Management, 2008, 46, 27-45.	2.8	174
35	The Effects of the Social Structure of Digital Networks on Viral Marketing Performance. Information Systems Research, 2008, 19, 273-290.	2.2	256
36	Exploring consumers' responses to service providers' positive affective displays. International Journal of Culture, Tourism and Hospitality Research, 2007, 1, 97-109.	1.6	8

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37	Testing airline passengers' responses to flight attendants' expressive displays: The effects of positive affect. Journal of Business Research, 2007, 60, 81-83.	5.8	40
38	Medical clinic facilities and doctor characteristics: What older rural men value. Australian Journal of Rural Health, 2007, 15, 41-45.	0.7	7
39	Brands, artifacts and design theory: a call to action. Journal of Product and Brand Management, 2006, 15, 255-256.	2.6	7
40	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.	3.7	46
41	The psychometric properties of eTail quality. International Marketing Review, 2006, 23, 353-370.	2.2	32
42	AN ALTERNATE APPROACH TO ASSESSING CROSS-CULTURAL MEASUREMENT EQUIVALENCE IN ADVERTISING RESEARCH. Journal of Advertising, 2005, 34, 17-36.	4.1	99
43	THE BRAND CAPABILITY VALUE OF INTEGRATED MARKETING COMMUNICATION (IMC). Journal of Advertising, 2005, 34, 25-40.	4.1	56
44	Developing and validating a multidimensional nonprofit brand orientation scale. Journal of Business Research, 2005, 58, 841-853.	5.8	166
45	How Advertising Works: Alternative Situational and Attitudinal Explanations. Marketing Theory, 2004, 4, 91-112.	1.7	16
46	Analysing competitors' online persuasive themes with text mining. Marketing Intelligence and Planning, 2004, 22, 187-200.	2.1	11
47	Norms and power in marketing relationships. Journal of Business Research, 2003, 56, 699-709.	5.8	65
48	Stakeholder theory and internal marketing communications: a framework for analysing the influence of new media. Journal of Marketing Communications, 2003, 9, 147-161.	2.7	47
49	Intranet effectiveness: a public relations paper-and-pencil checklist. Public Relations Review, 2002, 28, 113-123.	1.9	21
50	Proactive behavior and industrial salesforce performance. Industrial Marketing Management, 2002, 31, 639-644.	3.7	44
51	E-comprehension. Industrial Marketing Management, 2002, 31, 125-131.	3.7	31
52	Stakeholder communication management on the Internet: An integrated matrix for the identification of opportunities. Journal of Communication Management, 2001, 5, 138-146.	1.4	23
53	Anomia and deviant behaviour in marketing: some preliminary evidence. Journal of Managerial Psychology, 2001, 16, 322-338.	1.3	39
54	Agency-client chemistry: demographic and psychographic influences. International Journal of Advertising, 2001, 20, 169-187.	4.2	22

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55	Perceived agency politics and conflicts of interest as potential barriers to IMC orientation. Journal of Marketing Communications, 2000, 6, 107-119.	2.7	29
56	MarketingWithinthe Public Sector. Journal of Nonprofit and Public Sector Marketing, 2000, 8, 3-15.	0.9	16
57	The effect of anomie on academic dishonesty among university students. International Journal of Educational Management, 2000, 14, 23-30.	0.9	72
58	The Role of Government in Promoting Exports During an Economic Recession. Journal of Nonprofit and Public Sector Marketing, 2000, 7, 51-61.	0.9	1
59	Brand and retailer loyalty: past behavior and future intentions. Journal of Product and Brand Management, 2000, 9, 120-127.	2.6	42
60	Assessment of the Three-Column Format SERVQUAL. Journal of Business Research, 2000, 49, 57-65.	5.8	123
61	Customer Evaluations of Service Complaint Experiences in the Public Sector. Journal of Nonprofit and Public Sector Marketing, 2000, 7, 3-30.	0.9	9
62	Effects of Economic Recession on Export Activity. Journal of Global Marketing, 2000, 13, 93-106.	2.0	3
63	Factors Affecting the Adoption of the Internet in the Public Sector. Journal of Nonprofit and Public Sector Marketing, 2000, 7, 77-88.	0.9	16
64	The Net Generation. Journal of International Consumer Marketing, 2000, 13, 21-34.	2.3	23
65	Corporate reputation and perceived risk in professional engineering services. Corporate Communications, 1999, 4, 121-128.	1.1	20
66	An internal marketing approach to public sector management. International Journal of Public Sector Management, 1999, 12, 17-29.	1.2	73
67	Affluent Asia. Journal of International Consumer Marketing, 1999, 12, 25-37.	2.3	1
68	Market Orientation and Performance in the Public Sector. Journal of Global Marketing, 1999, 12, 59-79.	2.0	71
69	The Market Orientation-Performance Link: Some Evidence from the Public Sector and Universities. Journal of Nonprofit and Public Sector Marketing, 1998, 6, 63-82.	0.9	64
70	Do universities that are more market orientated perform better?. International Journal of Public Sector Management, 1998, 11, 55-70.	1.2	98
71	Managers' and employees' perceptions of communication in a service culture: a case study. Corporate Communications, 1998, 3, 106-114.	1.1	2
72	Market orientation and organizational commitment in the Australian public sector. International Journal of Public Sector Management, 1997, 10, 294-303.	1.2	50

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73	Renaissance: a case study in brand revitalization and strategic realignment. Journal of Product and Brand Management, 1995, 4, 19-26.	2.6	21