

# Arch G Woodside

## List of Publications by Citations

**Source:** <https://exaly.com/author-pdf/3532051/arch-g-woodside-publications-by-citations.pdf>

**Version:** 2024-04-28

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

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

282  
papers

9,844  
citations

49  
h-index

91  
g-index

301  
ext. papers

11,289  
ext. citations

5.1  
avg, IF

7.28  
L-index

#	Paper	IF	Citations
282	A General Model Of Traveler Destination Choice. <i>Journal of Travel Research</i> , <b>1989</b> , 27, 8-14	6.3	620
281	Building and testing theories of decision making by travellers. <i>Tourism Management</i> , <b>2005</b> , 26, 815-832	10.8	511
280	Embraceperformance model: Complexity theory, contrarian case analysis, and multiple realities. <i>Journal of Business Research</i> , <b>2014</b> , 67, 2495-2503	8.7	389
279	When consumers and brands talk: Storytelling theory and research in psychology and marketing. <i>Psychology and Marketing</i> , <b>2008</b> , 25, 97-145	3.9	324
278	Applying complexity theory to deepen service dominant logic: Configural analysis of customer experience-and-outcome assessments of professional services for personal transformations. <i>Journal of Business Research</i> , <b>2014</b> , 67, 1647-1670	8.7	255
277	An Inductive Model of Industrial Supplier Choice Processes. <i>Journal of Marketing</i> , <b>1984</b> , 48, 30-45	11	248
276	A General Theory of Tourism Consumption Systems: A Conceptual Framework and an Empirical Exploration. <i>Journal of Travel Research</i> , <b>2002</b> , 41, 120-132	6.3	161
275	Brand-consumer storytelling theory and research: Introduction to a Psychology & Marketing special issue. <i>Psychology and Marketing</i> , <b>2010</b> , 27, 531-540	3.9	145
274	Configural analysis of the drinking man: fuzzy-set qualitative comparative analyses. <i>Addictive Behaviors</i> , <b>2012</b> , 37, 541-3	4.2	141
273	General theory of cultures' consequences on international tourism behavior. <i>Journal of Business Research</i> , <b>2011</b> , 64, 785-799	8.7	134
272	The good practices manifesto: Overcoming bad practices pervasive in current research in business. <i>Journal of Business Research</i> , <b>2016</b> , 69, 365-381	8.7	127
271	Cultural Diversity and Marketing Transactions: Are Market Integration, Large Community Size, and World Religions Necessary for Fairness in Ephemeral Exchanges?. <i>Psychology and Marketing</i> , <b>2013</b> , 30, 263-276	3.9	121
270	Toward a general theory of luxury: Advancing from workbench definitions and theoretical transformations. <i>Journal of Business Research</i> , <b>2017</b> , 70, 101-107	8.7	111
269	Testing theory of planned versus realized tourism behavior. <i>Annals of Tourism Research</i> , <b>2005</b> , 32, 905-924	4.7	110
268	Fuzzy-set Qualitative Comparative Analysis (fsQCA): Guidelines for research practice in Information Systems and marketing. <i>International Journal of Information Management</i> , <b>2021</b> , 58, 102310	16.4	110
267	Personal Values and Travel Decisions. <i>Journal of Travel Research</i> , <b>1986</b> , 25, 20-25	6.3	109
266	Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method. <i>Journal of Business Research</i> , <b>2006</b> , 59, 535-548	8.7	107

265	Stories visitors tell about Italian cities as destination icons. <i>Tourism Management</i> , <b>2007</b> , 28, 162-174	10.8	105
264	Traveler Evoked, Inept, and Inert Sets of Vacation Destinations. <i>Journal of Travel Research</i> , <b>1977</b> , 16, 14-18	6.3	104
263	Step Two in Benefit Segmentation: Learning the Benefits Realized by Major Travel Markets. <i>Journal of Travel Research</i> , <b>1985</b> , 24, 7-13	6.3	99
262	Bridging the chasm between survey and case study research: Research methods for achieving generalization, accuracy, and complexity. <i>Industrial Marketing Management</i> , <b>2010</b> , 39, 64-75	6.9	97
261	The Effect of Salesman Similarity and Expertise on Consumer Purchasing Behavior. <i>Journal of Marketing Research</i> , <b>1974</b> , 11, 198	5.2	97
260	An Updated Model of Travel and Tourism Purchase-Consumption Systems. <i>Journal of Travel and Tourism Marketing</i> , <b>2001</b> , 10, 3-27	6.6	93
259	Storytelling research of consumers' self-reports of urban tourism experiences in China. <i>Journal of Business Research</i> , <b>2009</b> , 62, 1223-1254	8.7	91
258	Advancing from subjective to confirmatory personal introspection in consumer research. <i>Psychology and Marketing</i> , <b>2004</b> , 21, 987-1010	3.9	76
257	Assessing Relationships among Strategic Types, Distinctive Marketing Competencies, and Organizational Performance. <i>Journal of Business Research</i> , <b>1999</b> , 45, 135-146	8.7	73
256	Identifying X-consumers using causal recipes: "whales" and "jumbo shrimps" casino gamblers. <i>Journal of Gambling Studies</i> , <b>2012</b> , 28, 13-26	3	72
255	Critical Tests of Multiple Theories of Cultures' Consequences: Comparing the Usefulness of Models by Hofstede, Inglehart and Baker, Schwartz, Steenkamp, as well as GDP and Distance for Explaining Overseas Tourism Behavior. <i>Journal of Travel Research</i> , <b>2013</b> , 52, 679-704	6.3	71
254	Overcoming the illusion of will and self-fabrication: Going beyond naïve subjective personal introspection to an unconscious/conscious theory of behavior explanation. <i>Psychology and Marketing</i> , <b>2006</b> , 23, 257-272	3.9	69
253	Personal Value Influences on Consumer Product Class and Brand Preferences. <i>Journal of Social Psychology</i> , <b>1983</b> , 119, 37-53	2.3	67
252	Modeling innovation, manufacturing, diffusion and adoption/rejection processes. <i>Journal of Business and Industrial Marketing</i> , <b>2005</b> , 20, 380-393	3	66
251	Updating Heider's balance theory in consumer behavior: A Jewish couple buys a German car and additional buying/consuming transformation stories. <i>Psychology and Marketing</i> , <b>2001</b> , 18, 475-495	3.9	66
250	Configural algorithms of patient satisfaction, participation in diagnostics, and treatment decisions' influences on hospital loyalty. <i>Journal of Services Marketing</i> , <b>2013</b> , 27, 91-103	4	65
249	Achieving accuracy, generalization-to-contexts, and complexity in theories of business-to-business decision processes. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 382-393	6.9	65
248	Measuring Advertising Effectiveness In Destination Marketing Strategies. <i>Journal of Travel Research</i> , <b>1990</b> , 29, 3-8	6.3	65

247	An Inductive Model of Industrial Supplier Choice Processes. <i>Journal of Marketing</i> , <b>1984</b> , 48, 30	11	65
246	Organizations buying in new task and rebuy situations. <i>Industrial Marketing Management</i> , <b>1979</b> , 8, 7-11	6.9	64
245	Applying complexity theory to solve hospitality contrarian case conundrums. <i>International Journal of Contemporary Hospitality Management</i> , <b>2015</b> , 27, 608-647	7.5	61
244	Grounded Theory of Leisure Travel. <i>Journal of Travel and Tourism Marketing</i> , <b>2004</b> , 17, 7-39	6.6	57
243	Applying configurational theory to build a typology of ethnocentric consumers. <i>International Marketing Review</i> , <b>2016</b> , 33, 351-375	4.4	55
242	What evokes the brand or store? Consumer research on accessibility theory applied to modeling primary choice. <i>International Journal of Research in Marketing</i> , <b>1997</b> , 14, 125-145	5.5	54
241	Consumer Responses to Interactive Advertising Campaigns Coupling Short-Message-Service Direct Marketing and TV Commercials. <i>Journal of Advertising Research</i> , <b>2005</b> , 45, 382	2.1	54
240	Revisiting Problem Gamblers—Harsh Gaze on Casino Services: Applying Complexity Theory to Identify Exceptional Customers. <i>Psychology and Marketing</i> , <b>2015</b> , 32, 65-77	3.9	53
239	Diffusing knowledge-based core competencies for leveraging innovation strategies: Modelling outsourcing to knowledge process organizations (KPOs) in pharmaceutical networks. <i>Industrial Marketing Management</i> , <b>2009</b> , 38, 219-227	6.9	53
238	Proposing a new logic for data analysis in marketing and consumer behavior: case study research of large-N survey data for estimating algorithms that accurately profile X (extremely high-use) consumers. <i>Journal of Global Scholars of Marketing Science</i> , <b>2012</b> , 22, 277-289	2.3	51
237	Firm orientations, innovativeness, and business performance: Advancing a system dynamics view following a comment on Hult, Hurley, and Knight's 2004 study. <i>Industrial Marketing Management</i> , <b>2005</b> , 34, 275-279	6.9	51
236	Segmenting Vacation Markets: The Case of the Distant and Near-Home Travelers. <i>Journal of Travel Research</i> , <b>1982</b> , 20, 10-14	6.3	51
235	Creating visual narrative art for decoding stories that consumers and brands tell. <i>Psychology and Marketing</i> , <b>2010</b> , 27, 603-622	3.9	48
234	Responding to the Severe Limitations of Cross-Sectional Surveys: Commenting on Rong and Wilkinson's Perspectives. <i>Australasian Marketing Journal</i> , <b>2011</b> , 19, 153-156	5	46
233	Advancing means-end chains by incorporating Heider's balance theory and Fournier's consumer-brand relationship typology. <i>Psychology and Marketing</i> , <b>2004</b> , 21, 279-294	3.9	46
232	Building strong brands in retailing. <i>Journal of Business Research</i> , <b>2007</b> , 60, 1-10	8.7	45
231	Advancing Theory of New B-to-B Relationships: Examining Network Participants' Interpretations of E-Intermediary Innovation, Diffusion, and Adoption Processes. <i>Journal of Business-to-Business Marketing</i> , <b>2006</b> , 13, 1-27	2.3	44
230	Profiling the Heavy Traveler Segment. <i>Journal of Travel Research</i> , <b>1987</b> , 25, 9-14	6.3	44

229	Observations of centralized corporate procurement. <i>Industrial Marketing Management</i> , <b>1981</b> , 10, 191-205.	9	44
228	Vacation travel planning segments. <i>Annals of Tourism Research</i> , <b>1980</b> , 7, 385-394	7.7	43
227	Customer experiences with brands: Literature review and research directions. <i>The Marketing Review</i> , <b>2011</b> , 11, 205-225	1.3	42
226	Effects of Word of Mouth Advertising on Consumer Risk Taking. <i>Journal of Advertising</i> , <b>1976</b> , 5, 12-19	4.4	42
225	The general theory of culture, entrepreneurship, innovation, and quality-of-life: Comparing nurturing versus thwarting enterprise start-ups in BRIC, Denmark, Germany, and the United States. <i>Industrial Marketing Management</i> , <b>2016</b> , 53, 136-159	6.9	40
224	Testing consumers' motivation and linguistic ability as moderators of advertising readability. <i>Psychology and Marketing</i> , <b>2003</b> , 20, 599-624	3.9	40
223	Buying and marketing CPA services. <i>Industrial Marketing Management</i> , <b>1992</b> , 21, 265-272	6.9	40
222	Releasing the death-grip of null hypothesis statistical testing (p Journal of Global Scholars of Marketing Science, <b>2017</b> , 27, 1-15	2.3	37
221	Modeling firm heterogeneity in corporate social performance and financial performance. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3285-3314	8.7	37
220	Advancing Ecological Systems Theory in Lifestyle, Leisure, and Travel Research. <i>Journal of Travel Research</i> , <b>2006</b> , 44, 259-272	6.3	37
219	Applying complexity theory: A primer for identifying and modeling firm anomalies. <i>Journal of Innovation &amp; Knowledge</i> , <b>2018</b> , 3, 9-25	7.7	36
218	Using the forced metaphor-elicitation technique (FMET) to meet animal companions within self. <i>Journal of Business Research</i> , <b>2008</b> , 61, 480-487	8.7	36
217	Constructing thick descriptions of marketers and buyers decision processes in business-to-business relationships. <i>Journal of Business and Industrial Marketing</i> , <b>2000</b> , 15, 354-369	3	36
216	Tourism 's destination dominance and marketing website usefulness. <i>International Journal of Contemporary Hospitality Management</i> , <b>2011</b> , 23, 552-564	7.5	35
215	Advancing Theory for Understanding Travelers' Own Explanations of Discretionary Travel Behavior. <i>Journal of Travel and Tourism Marketing</i> , <b>2007</b> , 22, 15-35	6.6	34
214	Degrees-of-Freedom Analysis of Case Data in Business Marketing Research. <i>Industrial Marketing Management</i> , <b>1999</b> , 28, 215-229	6.9	34
213	Animal companions, consumption experiences, and the marketing of pets: Transcending boundaries in the animal-human distinction. <i>Journal of Business Research</i> , <b>2008</b> , 61, 377-381	8.7	33
212	Theory of rejecting superior, new technologies. <i>Journal of Business and Industrial Marketing</i> , <b>1996</b> , 11, 25-43	3	33

211	Visualizing?Matching?Generalizing: Case Identification Hypotheses and Case-Level Data Analysis. <i>Australasian Marketing Journal</i> , <b>2015</b> , 23, 246-258	5	32
210	Animals, archetypes, and advertising (A3): The theory and the practice of customer brand symbolism. <i>Journal of Marketing Management</i> , <b>2013</b> , 29, 5-25	3.2	32
209	Deepening Understanding of Certification Adoption and Non-Adoption of International-Supplier Ethical Standards. <i>Journal of Business Ethics</i> , <b>2015</b> , 132, 105-125	4.3	31
208	GROUNDING THEORY OF INTERNATIONAL TOURISM BEHAVIOR. <i>Journal of Travel and Tourism Marketing</i> , <b>2008</b> , 24, 245-258	6.6	31
207	Advancing hermeneutic research for interpreting interfirm new product development. <i>Journal of Business and Industrial Marketing</i> , <b>2005</b> , 20, 364-379	3	31
206	Constructing Business-to-Business Marketing Models that Overcome the Limitations in Variable-Based and Case-Based Research Paradigms. <i>Journal of Business-to-Business Marketing</i> , <b>2015</b> , 22, 95-110	2.3	30
205	Incompetency training: Theory, practice, and remedies. <i>Journal of Business Research</i> , <b>2012</b> , 65, 279-293	8.7	29
204	Illustrating the Power of fsQCA in Explaining Paradoxical Consumer Environmental Orientations. <i>Psychology and Marketing</i> , <b>2017</b> , 34, 323-334	3.9	28
203	Constructing useful models of firms' heterogeneities in implemented strategies and performance outcomes. <i>Industrial Marketing Management</i> , <b>2017</b> , 62, 17-35	6.9	28
202	Middle-range theory construction of the dynamics of organizational marketing-buying behavior. <i>Journal of Business and Industrial Marketing</i> , <b>2003</b> , 18, 309-335	3	28
201	How buyers frame problems: Revisited. <i>Psychology and Marketing</i> , <b>2001</b> , 18, 617-655	3.9	28
200	Interactions of consumption situations and brand attitudes.. <i>Journal of Applied Psychology</i> , <b>1976</b> , 61, 764-769	7.4	28
199	The general theory of behavioral pricing: Applying complexity theory to explicate heterogeneity and achieve high-predictive validity. <i>Industrial Marketing Management</i> , <b>2015</b> , 47, 39-52	6.9	27
198	Advancing consumer behaviour theory in tourism via visual narrative art. <i>International Journal of Tourism Research</i> , <b>2010</b> , 12, 418-431	3.7	27
197	Broadening the Study of Tourism. <i>Journal of Travel and Tourism Marketing</i> , <b>2004</b> , 17, 1-6	6.6	27
196	Outdoor advertising as experiments. <i>Journal of the Academy of Marketing Science</i> , <b>1990</b> , 18, 229-237	12.4	27
195	Respondent Inaccuracy. <i>Journal of Advertising Research</i> , <b>2002</b> , 42, 7-18	2.1	27
194	Sustainable fashion themes in luxury brand storytelling: The sustainability fashion research grid. <i>Journal of Global Fashion Marketing</i> , <b>2019</b> , 10, 111-128	3.7	25

193	Problem Gamblers[Harsh Gaze on Casino Services. <i>Psychology and Marketing</i> , <b>2013</b> , 30, 1108-1123	3.9	25
192	Travel Storytelling Theory and Practice. <i>Anatolia</i> , <b>2009</b> , 20, 86-99	2.2	25
191	Structure and process modeling of seemingly unstructured leisure-travel decisions and behavior. <i>International Journal of Contemporary Hospitality Management</i> , <b>2012</b> , 24, 855-872	7.5	25
190	How Serious Is Nonresponse Bias in Advertising Conversion Research?. <i>Journal of Travel Research</i> , <b>1984</b> , 22, 34-37	6.3	25
189	Culture, religiosity, and economic configural models explaining tipping-behavior prevalence across nations. <i>Tourism Management</i> , <b>2017</b> , 62, 218-233	10.8	24
188	Conversations with(in) the collective unconscious by consumers, brands, and relevant others. <i>Journal of Business Research</i> , <b>2012</b> , 65, 594-602	8.7	24
187	Measuring Linkage-Advertising Effects on Customer Behaviour and Net Revenue: Using Quasi-Experiments of Advertising Treatments with Novice and Experienced Product-Service Users. <i>Canadian Journal of Administrative Sciences</i> , <b>2009</b> , 14, 214-228	1.3	24
186	Sequence-Oriented Problem Identification Within Service Encounters. <i>Journal of Euromarketing</i> , <b>1996</b> , 5, 19-52		24
185	New replacement part buying. <i>Industrial Marketing Management</i> , <b>1980</b> , 9, 123-132	6.9	23
184	Advancing systems thinking and building microworlds in business and industrial marketing. <i>Journal of Business and Industrial Marketing</i> , <b>2006</b> , 21, 24-29	3	22
183	Increasing Quality in Measuring Advertising Effectiveness. <i>Journal of Advertising Research</i> , <b>2003</b> , 43, 78-85	1	22
182	Tourism Profiles Versus Audience Profiles: Are Upscale Magazines Really Upscale?. <i>Journal of Travel Research</i> , <b>1974</b> , 12, 17-23	6.3	22
181	Effects of Price and Salesman Expertise on Customer Purchasing Behavior. <i>The Journal of Business</i> , <b>1976</b> , 49, 51		22
180	The Relative Importance of Choice Criteria in Organizational Buying:. <i>Journal of Business-to-Business Marketing</i> , <b>1994</b> , 2, 33-58	2.3	21
179	Diffusion and Adoption of Good Science: Overcoming the Dominant Logic of NHST and the Reporting of Rubbish. <i>Journal of Business-to-Business Marketing</i> , <b>2016</b> , 23, 327-333	2.3	20
178	Interventions as experiments: Connecting the dots in forecasting and overcoming pandemics, global warming, corruption, civil rights violations, misogyny, income inequality, and guns. <i>Journal of Business Research</i> , <b>2020</b> , 117, 212-218	8.7	19
177	Gestalt modeling of international tourism behavior: Applying dimensional qualitative research in constructing grounded theory. <i>Psychology and Marketing</i> , <b>2011</b> , 28, 998-1026	3.9	19
176	Meta-Evaluations of Performance Audits of Government Tourism-Marketing Programs. <i>Journal of Travel Research</i> , <b>2001</b> , 39, 369-379	6.3	19

175	Emotions in Tourism: Theoretical Designs, Measurements, Analytics, and Interpretations. <i>Journal of Travel Research</i> , <b>2020</b> , 004728752093707	6.3	19
174	Achieving requisite variety in modeling firms' strategy heterogeneities: Explaining paradoxical firm-market performances. <i>Industrial Marketing Management</i> , <b>2017</b> , 65, 100-128	6.9	18
173	Accurate case-outcome modeling in economics, psychology, and marketing. <i>Psychology and Marketing</i> , <b>2019</b> , 36, 1046-1061	3.9	18
172	How Contextual Cues Impact Response and Conversion Rates of Online Surveys. <i>Journal of Travel Research</i> , <b>2014</b> , 53, 58-68	6.3	18
171	Introduction: The tourist gaze 4.0: uncovering non-conscious meanings and motivations in the stories tourists tell of trip and destination experiences. <i>International Journal of Tourism Anthropology</i> , <b>2015</b> , 4, 1	0.7	18
170	Economic Psychology and Fashion Marketing Theory Appraising Veblen's Theory of Conspicuous Consumption. <i>Journal of Global Fashion Marketing</i> , <b>2012</b> , 3, 55-60	3.7	18
169	Informal Group Influence on Risk Taking. <i>Journal of Marketing Research</i> , <b>1972</b> , 9, 223-225	5.2	18
168	ANALYZING PERFORMANCE AUDIT REPORTS OF DESTINATION MANAGEMENT ORGANIZATIONS' ACTIONS AND OUTCOMES. <i>Journal of Travel and Tourism Marketing</i> , <b>2009</b> , 26, 303-328	6.6	17
167	The impact of external forces on cartel network dynamics: Direct research in the diamond industry. <i>Industrial Marketing Management</i> , <b>2010</b> , 39, 202-210	6.9	17
166	Applying Ecological Systems and Micro-Tipping Point Theory for Understanding Tourists' Leisure Destination Behavior. <i>Journal of Travel Research</i> , <b>2008</b> , 47, 14-24	6.3	17
165	Learning why some customers shop at less convenient stores. <i>Journal of Business Research</i> , <b>2001</b> , 54, 151-159	8.7	17
164	Customer portfolio analysis among competing retail stores. <i>Journal of Business Research</i> , <b>1996</b> , 35, 189-200	8.7	17
163	Social interaction effects in the framing of buying decisions. <i>Psychology and Marketing</i> , <b>1994</b> , 11, 27-34	3.9	17
162	Vignettes in the two-step arrival of the internet of things and its reshaping of marketing management's service-dominant logic. <i>Journal of Marketing Management</i> , <b>2017</b> , 33, 98-110	3.2	16
161	Tiger Woods, Nike, and I are (not) best friends: how brand's sports sponsorship in social-media impacts brand consumer's congruity and relationship quality. <i>International Journal of Advertising</i> , <b>2015</b> , 34, 658-677	3.6	15
160	Applying Systems Thinking to Sustainable Golf Tourism. <i>Journal of Travel Research</i> , <b>2009</b> , 48, 205-215	6.3	15
159	SNS marketing activities as a sustainable competitive advantage and traditional market equity. <i>Journal of Business Research</i> , <b>2021</b> , 130, 378-383	8.7	15
158	Nurturing tourists' ethical food consumption: Testing the persuasive strengths of alternative messages in a natural hotel setting. <i>Journal of Business Research</i> , <b>2020</b> , 117, 268-279	8.7	14



157	Applying the long interview in direct marketing research. <i>Journal of Direct Marketing</i> , <b>1995</b> , 9, 37-55		14
156	Sensitivities of Market Segments to Separate Advertising Strategies. <i>Journal of Marketing</i> , <b>1981</b> , 45, 63	11	14
155	Customer choices of manufacturer versus retailer brands in alternative price and usage contexts. <i>Journal of Retailing and Consumer Services</i> , <b>2009</b> , 16, 100-108	8.5	13
154	Anti-social behaviour: profiling the lives behind road rage. <i>Marketing Intelligence and Planning</i> , <b>2008</b> , 26, 459-480	3.2	13
153	New developments in marketing communications and consumer behavior. <i>Journal of Business Research</i> , <b>2001</b> , 53, 59-61	8.7	13
152	Relation of price to perception of quality of new products.. <i>Journal of Applied Psychology</i> , <b>1974</b> , 59, 116-118	11.8	13
151	Testing variations of Fishbein's behavioral intention model within a consumer behavior context.. <i>Journal of Applied Psychology</i> , <b>1977</b> , 62, 352-357	7.4	13
150	Situational and extended attitude models as predictors of marijuana intentions and reported behavior. <i>Journal of Social Psychology</i> , <b>1978</b> , 106, 57-67	2.3	13
149	Is There a Generalized Risky Shift Phenomenon in Consumer Behavior?. <i>Journal of Marketing Research</i> , <b>1974</b> , 11, 225	5.2	13
148	What type of CSR engagement suits my firm best? Evidence from an abductively-derived typology. <i>Journal of Business Research</i> , <b>2020</b> , 108, 174-187	8.7	13
147	Making tough decisions competently: Assessing the value of product portfolio planning methods, devil's advocacy, group discussion, weighting priorities, and evidenced-based information. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2849-2862	8.7	12
146	Consumer storytelling of brand archetypal enactments. <i>International Journal of Tourism Anthropology</i> , <b>2015</b> , 4, 67	0.7	12
145	Consumer Evaluations of Competing Brands: Perceptual versus Predictive Validity. <i>Psychology and Marketing</i> , <b>2012</b> , 29, 458-466	3.9	12
144	Mapping strategic decision-making in cross-functional contexts. <i>Journal of Business Research</i> , <b>2006</b> , 59, 360-364	8.7	12
143	Who Approves Fraudulence? Configurational Causes of Consumers' Unethical Judgments. <i>Journal of Business Ethics</i> , <b>2019</b> , 158, 713-726	4.3	12
142	Clicks and purchase effects of an embedded, social-media, platform endorsement in internet advertising. <i>Journal of Global Scholars of Marketing Science</i> , <b>2019</b> , 29, 343-357	2.3	11
141	Extremely frequent behavior in consumer research: theory and empirical evidence for chronic casino gambling. <i>Journal of Gambling Studies</i> , <b>2009</b> , 25, 297-316	3	11
140	Purchase experiments of extra-ordinary and regular influence strategies using artificial and real brands. <i>Journal of Business Research</i> , <b>2001</b> , 53, 15-35	8.7	11

139	Competing resort hotels Word-of-mouth communication and guest retention. <i>Tourism Management</i> , <b>1987</b> , 8, 323-328	10.8	11
138	Impact of Physical and Mental Handicaps on Vacation Travel Behavior. <i>Journal of Travel Research</i> , <b>1980</b> , 18, 9-11	6.3	11
137	Effects on Buying Behavior of References to Expert and Referent Power. <i>Journal of Social Psychology</i> , <b>1982</b> , 117, 25-31	2.3	11
136	A shopping list experiment of beer brand images.. <i>Journal of Applied Psychology</i> , <b>1972</b> , 56, 512-513	7.4	11
135	Consuming Alone: Broadening Putnam's Bowling Alone Thesis. <i>Psychology and Marketing</i> , <b>2015</b> , 32, 967-976	3.9	10
134	Decision system analysis of advertising agency decisions. <i>Qualitative Market Research</i> , <b>2009</b> , 12, 153-170	1.6	10
133	Marketing new products with distributors. <i>Industrial Marketing Management</i> , <b>1992</b> , 21, 15-21	6.9	10
132	Urban Tourism: An Analysis Of Visitors To New Orleans And Competing Cities. <i>Journal of Travel Research</i> , <b>1989</b> , 27, 22-30	6.3	10
131	CONSUMPTION OCCASION INFLUENCE ON CONSUMER BRAND CHOICE *. <i>Decision Sciences</i> , <b>1978</b> , 9, 273-284	3.7	10
130	Creating and Interpreting Visual Storytelling Art in Extending Thematic Apperception Tests and Jung's Method of Interpreting Dreams. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2013</b> , 15-45	0.1	9
129	Capturing and (re)interpreting complexity in multi-firm disruptive product innovations. <i>Journal of Business and Industrial Marketing</i> , <b>2008</b> , 24, 61-76	3	9
128	Making sense of implemented strategies in new venture hospitality management. An American/Austrian/Hungarian Case Research Study. <i>Tourism Management</i> , <b>2006</b> , 27, 342-349	10.8	9
127	How Behavioral Primacy Interacts with Short-Term Marketing Tactics to Influence Subsequent Long-Term Brand Choice. <i>Journal of Advertising Research</i> , <b>2005</b> , 45, 229	2.1	9
126	Mapping network champion behavior in B2B electronic venturing. <i>Industrial Marketing Management</i> , <b>2005</b> , 34, 495-503	6.9	9
125	CPA service providers: A profile of client types and their assessment of performance. <i>Journal of Business Research</i> , <b>1994</b> , 31, 225-233	8.7	9
124	Solving the Core Theoretical Issues in Consumer Behavior in Tourism. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2017</b> , 141-168	0.1	8
123	Advancing tourist gaze research and authenticating the native-visitor: introduction to a special issue honoring work by John Urry. <i>International Journal of Culture, Tourism and Hospitality Research</i> , <b>2015</b> , 9, 373-378	2.2	8
122	The High Stakes of Sweepstakes. <i>Journal of Advertising Research</i> , <b>2012</b> , 52, 167-179	2.1	8

121	Key Success and Failure Paths in Fashion Marketing Strategies. <i>Journal of Global Fashion Marketing</i> , <b>2010</b> , 1, 1-8	3.7	8
120	Diagnosing customer comparisons of competitors' marketing mix strategies. <i>Journal of Business Research</i> , <b>1994</b> , 31, 133-144	8.7	8
119	Testing acceptance of a new industrial service. <i>Industrial Marketing Management</i> , <b>1988</b> , 17, 65-71	6.9	8
118	Influence of Low-Balling on Buyers' Compliance. <i>Journal of Psychology: Interdisciplinary and Applied</i> , <b>1979</b> , 101, 219-221	2.7	8
117	Predicting advertising execution effectiveness: scale development and validation. <i>European Journal of Marketing</i> , <b>2016</b> , 50, 306-311	4.4	7
116	Case-based modeling of prolific liars and constant truth-tellers: Who are the dishonesty and honesty self-reporters?. <i>Journal of Business Research</i> , <b>2017</b> , 71, 142-153	8.7	7
115	Chapter 8 Enacted internal branding: theory, practice, and an experiential learning case study of an Austrian B2B company. <i>Advances in Business Marketing and Purchasing</i> , <b>2009</b> , 389-428	0.1	7
114	Contributions of Business-to-Business Marketing Journals: Introduction to the special issue. <i>Journal of Business Research</i> , <b>1997</b> , 38, 177	8.7	7
113	Pricing an industrial technological innovation: A case study. <i>Industrial Marketing Management</i> , <b>1995</b> , 24, 145-150	6.9	7
112	A comment on patterns of store choice and customer gain/loss analysis. <i>Journal of the Academy of Marketing Science</i> , <b>1991</b> , 19, 377-382	12.4	7
111	Customer portfolio analysis for strategy development in direct marketing. <i>Journal of Direct Marketing</i> , <b>1991</b> , 5, 6-19		7
110	Organizational buying in selected Yugoslav firms. <i>Industrial Marketing Management</i> , <b>1978</b> , 7, 391-395	6.9	7
109	Consequences of national cultures and motivations on entrepreneurship, innovation, ethical behavior, and quality-of-life. <i>Journal of Business and Industrial Marketing</i> , <b>2020</b> , 35, 40-60	3	7
108	Is Bart Simpson offering sage advice? A case-based general theory of managers' core self-evaluations and job satisfaction. <i>Journal of Business Research</i> , <b>2017</b> , 74, 11-37	8.7	6
107	Applying complexity theory for modeling human resource outcomes: Antecedent configurations indicating perceived location autonomy and work environment choice. <i>Journal of Business Research</i> , <b>2019</b> , 102, 109-119	8.7	6
106	Imprinting, Honeymooning, or Maturing: Testing Three Theories of how Interfirm Social Bonding Impacts Suppliers' Allocations of Resources to Business Customers. <i>Australasian Marketing Journal</i> , <b>2015</b> , 23, 96-106	5	6
105	Advancing paradox resolution theory for interpreting non-profit, commercial, entrepreneurial strategies. <i>Journal of Strategic Marketing</i> , <b>2015</b> , 23, 3-18	2.7	6
104	Have your cake and eat it too: Achieving scientific legitimacy. <i>Industrial Marketing Management</i> , <b>2018</b> , 69, 53-61	6.9	6

103	Corporate brand-rapture theory: antecedents, processes, and consequences. <i>Marketing Intelligence and Planning</i> , <b>2013</b> , 31, 472-488	3.2	6
102	Testing manufacturers' acceptance of competing subcontractor price-quality-service designs. <i>Industrial Marketing Management</i> , <b>1997</b> , 26, 315-329	6.9	6
101	Building Skills in Thinking: Toward a Pedagogy in Metathinking. <i>Journal of Education for Business</i> , <b>2007</b> , 83, 37-44	1.1	6
100	A meta-analysis of effect sizes based on direct marketing campaigns. <i>Journal of Direct Marketing</i> , <b>1993</b> , 7, 19-33		6
99	Segmenting the Timeshare Resort Market. <i>Journal of Travel Research</i> , <b>1986</b> , 24, 6-12	6.3	6
98	Choosing Competing Magazines for Tourism Advertising Programs Using a Net Revenue Approach. <i>Journal of Advertising</i> , <b>1976</b> , 5, 25-28	4.4	6
97	Learning consumer behavior using marketing anthropology methods. <i>Journal of Business Research</i> , <b>2017</b> , 74, 110-112	8.7	5
96	Iconic studies relevant for research in marketing and the Journal of Global Scholars of Marketing Science. <i>Journal of Global Scholars of Marketing Science</i> , <b>2015</b> , 25, 259-278	2.3	5
95	Configural theory of why people shop for clothes: personal-attribute explanations of four stalwart segments. <i>Journal of Global Fashion Marketing</i> , <b>2014</b> , 5, 1-25	3.7	5
94	Dynamic pricing in regulated automobile insurance markets with heterogeneous insurers: Strategies nice versus nasty for customers. <i>Journal of Business Research</i> , <b>2012</b> , 65, 968-976	8.7	5
93	Interpreting Bounded Rationality in Business and Industrial Marketing Contexts: Executive Training Case Studies. <i>Journal of Global Academy of Marketing Science</i> , <b>2009</b> , 19, 49-61		5
92	Testing care-giver acceptance of new syringe technologies. <i>International Journal of Technology Management</i> , <b>1998</b> , 15, 446	1.2	5
91	Advertising and Consumption of Alcoholic Beverages. <i>Journal of Consumer Psychology</i> , <b>1999</b> , 8, 167-186	3.1	5
90	The Effect of Attitudes and Previous Behavior on Consumer Choice. <i>Journal of Social Psychology</i> , <b>1977</b> , 103, 129-137	2.3	5
89	Beliefs and anticipated situations influencing intentions to use drugs. <i>Perceptual and Motor Skills</i> , <b>1979</b> , 48, 743-51	2.2	5
88	Embracing the Complexity Turn in Management Research for Modeling Multiple Realities <b>2017</b> , 1-19		5
87	Service breakdown prevention. <i>International Journal of Contemporary Hospitality Management</i> , <b>2020</b> , 32, 889-912	7.5	5
86	Four-Corner Outcomes in Strategic Management: Successful and Unsuccessful Paddling Down versus Upstream. <i>Advances in Business Marketing and Purchasing</i> , <b>2018</b> , 19-62	0.1	4

85	Embrace Complexity Theory, Perform Contrarian Case Analysis, and Model Multiple Realities <b>2016</b> , 57-81		4
84	Epiphany Travel and Assisted-Subjective Personal Introspection. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2012</b> , 259-273	0.1	4
83	Commentary on "The Essence of Business Marketing Theory, Research and Tactics: Contributions by the Journal of Business-to-Business Marketing," by Lichtenthal, Mummalaneni, and Wilson. <i>Journal of Business-to-Business Marketing</i> , <b>2008</b> , 15, 218-233	2.3	4
82	Measuring Channel Sensitivities to New Industrial Service Designs: Managerial Implications. <i>European Journal of Marketing</i> , <b>1989</b> , 23, 50-59	4.4	4
81	Gifts as conduits in choice overload environments. <i>Psychology and Marketing</i> , <b>2019</b> , 36, 716-729	3.9	3
80	Embracing the Paradigm Shift from Variable-Based to Case-Based Modeling. <i>Advances in Business Marketing and Purchasing</i> , <b>2018</b> , 1-18	0.1	3
79	Advertising archetypes' impact on physician engagement and behavior in the context of healthcare products. <i>Psychology and Marketing</i> , <b>2018</b> , 35, 533-541	3.9	3
78	Capturing Complexity in how Configurations of Firm Internal Orientations Impact Corporate Social Performance Outcomes: Breaking from the Dominant Logic of Symmetric-Variable to Asymmetric-Case-Based Theory and Testing. <i>Australasian Marketing Journal</i> , <b>2016</b> , 24, 300-308	5	3
77	Tourism advertising and marketing performance metrics. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2010</b> , 1-14	0.1	3
76	Dochakuka. <i>Journal of Global Marketing</i> , <b>2008</b> , 21, 19-32	2.4	3
75	Advancing Organisational Buying Behaviour Theory and Research: 1956-2056. <i>Journal of Customer Behavior</i> , <b>2006</b> , 5, 121-140	2.4	3
74	META-EVALUATION: ASSESSING ALTERNATIVE METHODS OF PERFORMANCE EVALUATION AND AUDITS OF PLANNED AND IMPLEMENTED MARKETING STRATEGIES. <i>Advances in Business Marketing and Purchasing</i> , 549-663	0.1	3
73	Causal modelling innovation, manufacturing, diffusion and adoption/rejection (IMDAR) processes for new, superior medical technologies. <i>International Journal of Healthcare Technology and Management</i> , <b>1999</b> , 1, 200	0.3	3
72	Research on the dynamics of store choice: An introduction to Martti Laaksonen's monograph. <i>Journal of Business Research</i> , <b>1993</b> , 28, 1-2	8.7	3
71	Consumer Memory and Mental Categorization in International Travel Destination Decision Making. <i>Journal of International Consumer Marketing</i> , <b>1993</b> , 5, 89-104	2.1	3
70	Decision-Processes in Strategic Alliances. <i>Journal of Euromarketing</i> , <b>1991</b> , 1, 151-187		3
69	Images on serving marijuana, alcoholic beverages, and soft drinks. <i>Journal of Psychology: Interdisciplinary and Applied</i> , <b>1977</b> , 96, 11-4	2.7	3
68	JBR the past and the future. <i>Journal of Business Research</i> , <b>1977</b> , 5, 1-4	8.7	3

67	Causal Recipes Sufficient for Identifying Market Gurus versus Mavens <b>2012</b> , 312-331		3
66	Capturing heterogeneities in orchestrating resources for accurately forecasting high (separately low) project management performance. <i>International Journal of Production Economics</i> , <b>2020</b> , 224, 107558 <sup>3</sup>		3
65	The Complexity Turn to Modeling Firm Heterogeneity in Corporate Social and Financial Performance <b>2017</b> , 185-247		2
64	Explaining seemingly paradoxical consumer experiences: conjoining weekly road rage and church attendance. <i>Journal of Religion and Health</i> , <b>2015</b> , 54, 93-111	2.6	2
63	Online travel survey response rates and researcher ethnicity. <i>International Journal of Tourism Research</i> , <b>2018</b> , 20, 779-781	3.7	2
62	Fashion shopping from a VNA perspective: telling the untold story. <i>Journal of Global Fashion Marketing</i> , <b>2013</b> , 4, 67-73	3.7	2
61	Designing and Implementing International Joint Marketing Ventures. <i>Journal of Euromarketing</i> , <b>1994</b> , 3, 43-59		2
60	Marketing for health care organizations. <i>Journal of Business Research</i> , <b>1988</b> , 16, 89-90	8.7	2
59	SUPPLIER CHOICE STRATEGIES IN INDUSTRIALISED NATIONS. <i>International Marketing Review</i> , <b>1985</b> , 2, 75-79	4.4	2
58	CAD eight years later. <i>Journal of the Academy of Marketing Science</i> , <b>1975</b> , 3, 309-313	12.4	2
57	Evaluating Consumer Profiles of General Response, Direct Response, and Reader Service Inquirers from Magazine Advertising. <i>Journal of Advertising</i> , <b>1979</b> , 8, 19-25	4.4	2
56	Configural Modeling of Country-Collectors Motives, Behavior, and Assessments of Strengths of National-Place Brands. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2014</b> , 97-133	0.1	2
55	Case Study Research <b>2016</b> ,		2
54	Building Generalizable Case-Based Theory in Human Resources Management. <i>Advances in Business Marketing and Purchasing</i> , <b>2018</b> , 85-154	0.1	1
53	Incompetency and Competency Training <b>2016</b> ,		1
52	Making Decisions Well and Badly: How Stakeholders' Discussions Influence Individual Executives' Decision Confidence and Competence. <i>Advances in Business Marketing and Purchasing</i> , <b>2016</b> , 87-116	0.1	1
51	Moving away from Bad Practices in Research toward Constructing Useful Theory and Doing Useful Research <b>2016</b> , 1-56		1
50	DOMESTIC LEISURE TRAVELER PURCHASE AND CONSUMPTION SYSTEMS. <i>Tourism Analysis</i> , <b>2003</b> , 8, 149-152	1.6	1

49	Designing Service Products Based on Customer Sensitivities:. <i>Journal of International Consumer Marketing</i> , <b>1989</b> , 1, 11-28	2.1	1
48	Bottom line research for advertising media decisions. <i>Journal of the Academy of Marketing Science</i> , <b>1984</b> , 12, 113-122	12.4	1
47	Pricing and marketing communications: The noneconomic factors. <i>Journal of the Academy of Marketing Science</i> , <b>1976</b> , 4, 814-824	12.4	1
46	Foundations for Theory and Practice of Competence and Incompetence Training <b>2016</b> , 1-17		1
45	Lagged impacts of reforms of government regulations of business on nations's gross domestic product. <i>Corporate Board</i> , <b>2013</b> , 9, 40-53	0.8	1
44	Are lodging revenue cycles leading indicators for shifts in financial well-being?. <i>Journal of Business Research</i> , <b>2021</b> , 129, 465-473	8.7	1
43	How shoppers' configurations of demographics, sustainability assessments, and place-attractiveness assessments impact who shops in culturally traditional mega-markets. <i>Journal of Business Research</i> , <b>2021</b> , 122, 640-656	8.7	1
42	Applying Asymmetric, Case-Based, Forecasting Modeling in Service Research: Cultures's Consequences on Customers's Service Gratuities. <i>Australasian Marketing Journal</i> , <b>2018</b> , 26, 369-381	5	1
41	Achieving radical process innovations by applying technology-mindset transformations via second-order system-dynamics engineering. <i>Journal of Business Research</i> , <b>2022</b> , 147, 37-48	8.7	1
40	Accurately Predicting Precise Outcomes in Business-to-Business Marketing. <i>Advances in Business Marketing and Purchasing</i> , <b>2018</b> , 63-84	0.1	0
39	Unconscious thinking, feeling and behavior toward products and brands: Introduction to a Journal of Brand Management special issue. <i>Journal of Brand Management</i> , <b>2011</b> , 18, 451-456	3.3	0
38	Customers who misbehave: Identifying restaurant guests' acting out' via asymmetric case models. <i>Journal of Retailing and Consumer Services</i> , <b>2022</b> , 66, 102897	8.5	0
37	The Complexity Turn in Cultures's Consequences on Entrepreneurship, Innovation, and Quality-of-Life <b>2017</b> , 133-183		0
36	Can You Always Catch More Flies with Honey than with Vinegar? Applying an Asymmetric Approach to Transformational Leadership Research. <i>Journal of Business and Psychology</i> , 1	4.9	0
35	Case-Based Modelling of Business's Business Relationships <b>2016</b> , 113-148		0
34	Complexity Theory, Configural Analysis, and Deepening the Service Dominant Logic <b>2016</b> , 181-243		0
33	Performing Triple Sensemaking in Field Experiments <b>2016</b> , 149-180		
32	Moving beyond Multiple Regression Analysis and Symmetric Tests to Algorithms and Asymmetric Tests <b>2016</b> , 83-111		

31	Computing with Words in Modeling Firms' Paradoxical Performances. <i>Advances in Business Marketing and Purchasing</i> , <b>2018</b> , 155-236	0.1
30	Best and Worst Practices in Management Performance Audits: Constructing and Testing an Algorithmic Model. <i>Advances in Business Marketing and Purchasing</i> , <b>2016</b> , 19-51	0.1
29	Absolutely Best ham to Pocatello, Idaho, USA: Arrival delay in customer's order. <i>Journal of Global Scholars of Marketing Science</i> , <b>2016</b> , 26, 337-340	2.3
28	Complexity Theory and Human Resources Management: Transcending Variable and Case-Based Perspectives of Service Employees' (Un)Happiness and Work Performance <b>2016</b> , 245-292	
27	Primer to Tourists' Perceptions and Assessments Including How-to-build Formal, Implementable, Models of the Tourist Gaze. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2014</b> , 1-22	0.1
26	A Primer to the General Theory of Behavioral Strategies in Business-to-Business Marketing. <i>Advances in Business Marketing and Purchasing</i> , <b>2014</b> , 147-166	0.1
25	Redirection Theory and Antisocial Travel Behavior: Configural Antecedents to Nascent Road-Road Signaling. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2017</b> , 119-139	0.1
24	Contingency Modelling and In-Store Testing of Customer Acceptance of New Product-Line Extensions. <i>Journal of International Food and Agribusiness Marketing</i> , <b>1993</b> , 5, 63-91	1.5
23	Maximarketing. <i>Journal of Business Research</i> , <b>1988</b> , 16, 85-87	8.7
22	Research in marketing in a centrally planned economy: Poland. <i>Journal of Business Research</i> , <b>1986</b> , 14, 281-283	8.7
21	Situational and brand attitude models of consumer choice behavior. <i>Journal of the Academy of Marketing Science</i> , <b>1976</b> , 4, 566-576	12.4
20	Theoretical Advances in Service Breakdown Prevention and Recovery: Rich Service Enactment to Improve Server-Client Interactions and Outcomes. <i>Australasian Marketing Journal</i> , 183933492210756	5
19	A Primer to the General Theory of Behavioral Strategies in Business-to-Business Marketing. <i>Advances in Business Marketing and Purchasing</i> , <b>2014</b> , 21, 147-166	0.1
18	Customers' Assessments of Retail Traditional Local Markets: Strategy Outcome Performance Screening <b>2019</b> , 115-183	
17	Cultures' Outcomes on Entrepreneurship, Innovation, and National Quality of Life <b>2019</b> , 185-246	
16	Matching Case Identification Hypotheses and Case-Level Data Analysis <b>2019</b> , 1-24	
15	Accurate Outcome Performance Screening in Strategic Management <b>2019</b> , 57-94	
14	Constructing Algorithms for Forecasting High (Low) Project Management Performance <b>2019</b> , 25-55	



- 13 Analytics and Findings for Overall Competency **2016**, 115-140
- 12 Incompetency Training: Theory, Practice, and Remedies **2016**, 19-47
- 11 Understanding and Modeling Configural Causality **2016**, 49-74
- 10 Laboratory Experiments of Configural Modeling **2016**, 75-114
- 9 The Complexity Turn in Behavioral Pricing **2017**, 105-132
- 8 The Complexity Turn in Human Resources Theory and Research **2017**, 67-104
- 7 Ultimate Broadening of the Concept of Marketing: B-to-O-to-C Training Service Professionals Not to Inadvertently Kill Their Clients. *Journal of Business-to-Business Marketing*, **2020**, 27, 283-291 2.3
- 6 Configurational theory and practices of firms employing multiple pricing policies: assessing effective and ineffective pricing recipes in multiple firm contexts. *Journal of Revenue and Pricing Management*, **2021**, 20, 420-435 0.9
- 5 Creating Flipping-the-classroom Cases in training in sensemaking and decision-making in marketing: A Journal of Global Scholars of Marketing Science Special Issue. *Journal of Global Scholars of Marketing Science*, **2016**, 26, 301-303 2.3
- 4 How Advertising E-Atmospherics Impact Consumer Behaviour: Evidence from True Field Experiments in Hospitality and Tourism. *Advances in Culture, Tourism and Hospitality Research*, **2019**, 319-332 0.1
- 3 Window to New Research Approaches: How Using Simon's Scissors Cuts Perplexity in Strategy Theory, Research, and Practice. *Advances in Business Marketing and Purchasing*, **2019**, 121-157 0.1
- 2 Consumer Metaphoria: Uncovering the Automaticity of Animal, Product/Brand, and Country Meanings. *Australasian Marketing Journal*, **2019**, 27, 113-125 5
- 1 Ethnic bias and design factors impact response rates of online travel surveys. *Journal of Global Scholars of Marketing Science*, 1-16 2.3