

# Arch G Woodside

## List of Publications by Year in Descending Order

**Source:** <https://exaly.com/author-pdf/3532051/arch-g-woodside-publications-by-year.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	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
281	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
280	Configurational theory and practices of firms employing multiple pricing policies: assessing effective and ineffective pricing recipes in multiple firm contexts. <i>Journal of Revenue and Pricing Management</i> , <b>2021</b> , 20, 420-435	0.9	
279	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
278	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
277	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
276	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
275	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
274	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
273	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	9.3	3
272	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
271	Emotions in Tourism: Theoretical Designs, Measurements, Analytics, and Interpretations. <i>Journal of Travel Research</i> , <b>2020</b> , 004728752093707	6.3	19
270	Service breakdown prevention. <i>International Journal of Contemporary Hospitality Management</i> , <b>2020</b> , 32, 889-912	7.5	5
269	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
268	Ultimate Broadening of the Concept of Marketing: B-to-O-to-C Training Service Professionals Not to Inadvertently Kill Their Clients. <i>Journal of Business-to-Business Marketing</i> , <b>2020</b> , 27, 283-291	2.3	
267	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
266	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

265	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
264	Gifts as conduits in choice overload environments. <i>Psychology and Marketing</i> , <b>2019</b> , 36, 716-729	3.9	3
263	Accurate case-outcome modeling in economics, psychology, and marketing. <i>Psychology and Marketing</i> , <b>2019</b> , 36, 1046-1061	3.9	18
262	Customers' Assessments of Retail Traditional Local Markets: Strategy Outcome Performance Screening <b>2019</b> , 115-183		
261	Cultures' Outcomes on Entrepreneurship, Innovation, and National Quality of Life <b>2019</b> , 185-246		
260	Matching Case Identification Hypotheses and Case-Level Data Analysis <b>2019</b> , 1-24		
259	Accurate Outcome Performance Screening in Strategic Management <b>2019</b> , 57-94		
258	Constructing Algorithms for Forecasting High (Low) Project Management Performance <b>2019</b> , 25-55		
257	How Advertising E-Atmospherics Impact Consumer Behaviour: Evidence from True Field Experiments in Hospitality and Tourism. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2019</b> , 319-332	0.1	
256	Window to New Research Approaches: How Using Simon's Scissors Cuts Perplexity in Strategy Theory, Research, and Practice. <i>Advances in Business Marketing and Purchasing</i> , <b>2019</b> , 121-157	0.1	
255	Consumer Metaphoria: Uncovering the Automaticity of Animal, Product/Brand, and Country Meanings. <i>Australasian Marketing Journal</i> , <b>2019</b> , 27, 113-125	5	
254	Who Approves Fraudulence? Configurational Causes of Consumers' Unethical Judgments. <i>Journal of Business Ethics</i> , <b>2019</b> , 158, 713-726	4.3	12
253	Computing with Words in Modeling Firms' Paradoxical Performances. <i>Advances in Business Marketing and Purchasing</i> , <b>2018</b> , 155-236	0.1	
252	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
251	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
250	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
249	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
248	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

247	Have your cake and eat it too: Achieving scientific legitimacy. <i>Industrial Marketing Management</i> , <b>2018</b> , 69, 53-61	6.9	6
246	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
245	Online travel survey response rates and researcher ethnicity. <i>International Journal of Tourism Research</i> , <b>2018</b> , 20, 779-781	3.7	2
244	Applying Asymmetric, Case-Based, Forecasting Modeling in Service Research: Cultures' Consequences on Customers' Service Gratuities. <i>Australasian Marketing Journal</i> , <b>2018</b> , 26, 369-381	5	1
243	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
242	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
241	The Complexity Turn to Modeling Firm Heterogeneity in Corporate Social and Financial Performance <b>2017</b> , 185-247		2
240	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
239	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
238	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
237	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
236	Learning consumer behavior using marketing anthropology methods. <i>Journal of Business Research</i> , <b>2017</b> , 74, 110-112	8.7	5
235	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	
234	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
233	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
232	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
231	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
230	Embracing the Complexity Turn in Management Research for Modeling Multiple Realities <b>2017</b> , 1-19		5

229	The Complexity Turn in Cultures[Consequences on Entrepreneurship, Innovation, and Quality-of-Life <b>2017</b> , 133-183		0
228	The Complexity Turn in Behavioral Pricing <b>2017</b> , 105-132		
227	The Complexity Turn in Human Resources Theory and Research <b>2017</b> , 67-104		
226	Performing Triple Sensemaking in Field Experiments <b>2016</b> , 149-180		
225	Moving beyond Multiple Regression Analysis and Symmetric Tests to Algorithms and Asymmetric Tests <b>2016</b> , 83-111		
224	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
223	Incompetency and Competency Training <b>2016</b> ,		1
222	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	
221	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
220	Moving away from Bad Practices in Research toward Constructing Useful Theory and Doing Useful Research <b>2016</b> , 1-56		1
219	AbsolutelyBest 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	
218	Embrace Complexity Theory, Perform Contrarian Case Analysis, and Model Multiple Realities <b>2016</b> , 57-81		4
217	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		
216	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
215	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
214	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
213	Predicting advertising execution effectiveness: scale development and validation. <i>European Journal of Marketing</i> , <b>2016</b> , 50, 306-311	4.4	7
212	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

211	Analytics and Findings for Overall Competency <b>2016</b> , 115-140		
210	Incompetency Training: Theory, Practice, and Remedies <b>2016</b> , 19-47		
209	Foundations for Theory and Practice of Competence and Incompetence Training <b>2016</b> , 1-17		1
208	Understanding and Modeling Configural Causality <b>2016</b> , 49-74		
207	Laboratory Experiments of Configural Modeling <b>2016</b> , 75-114		
206	Case Study Research <b>2016</b> ,		2
205	Case-Based Modelling of BusinessBusiness Relationships <b>2016</b> , 113-148		0
204	Complexity Theory, Configural Analysis, and Deepening the Service Dominant Logic <b>2016</b> , 181-243		0
203	Creating Flipping-the-classroom Cases in training in sensemaking and decision-making in marketing: A Journal of Global Scholars of Marketing Science Special Issue. <i>Journal of Global Scholars of Marketing Science</i> , <b>2016</b> , 26, 301-303	2.3	
202	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
201	Applying configurational theory to build a typology of ethnocentric consumers. <i>International Marketing Review</i> , <b>2016</b> , 33, 351-375	4.4	55
200	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
199	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
198	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
197	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
196	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
195	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
194	Visualizing? Matching? Generalizing: Case Identification Hypotheses and Case-Level Data Analysis. <i>Australasian Marketing Journal</i> , <b>2015</b> , 23, 246-258	5	32

193	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
192	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
191	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
190	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
189	Consuming Alone: Broadening Putnam's Bowling Alone Thesis. <i>Psychology and Marketing</i> , <b>2015</b> , 32, 967-976	3.9	10
188	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
187	Consumer storytelling of brand archetypal enactments. <i>International Journal of Tourism Anthropology</i> , <b>2015</b> , 4, 67	0.7	12
186	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
185	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
184	Embrace Perform Model: Complexity theory, contrarian case analysis, and multiple realities. <i>Journal of Business Research</i> , <b>2014</b> , 67, 2495-2503	8.7	389
183	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
182	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	
181	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	
180	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
179	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
178	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	
177	Corporate brand-rapture theory: antecedents, processes, and consequences. <i>Marketing Intelligence and Planning</i> , <b>2013</b> , 31, 472-488	3.2	6
176	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

175	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
174	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
173	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
172	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
171	Problem Gamblers[Harsh Gaze on Casino Services. <i>Psychology and Marketing</i> , <b>2013</b> , 30, 1108-1123	3.9	25
170	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
169	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
168	Lagged impacts of reforms of government regulations of business on nations[ross domestic product. <i>Corporate Board</i> , <b>2013</b> , 9, 40-53	0.8	1
167	Economic Psychology and Fashion Marketing Theory Appraising Veblen[ Theory of Conspicuous Consumption. <i>Journal of Global Fashion Marketing</i> , <b>2012</b> , 3, 55-60	3.7	18
166	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
165	Configural analysis of the drinking man: fuzzy-set qualitative comparative analyses. <i>Addictive Behaviors</i> , <b>2012</b> , 37, 541-3	4.2	141
164	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
163	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
162	Incompetency training: Theory, practice, and remedies. <i>Journal of Business Research</i> , <b>2012</b> , 65, 279-293	8.7	29
161	The High Stakes of Sweepstakes. <i>Journal of Advertising Research</i> , <b>2012</b> , 52, 167-179	2.1	8
160	Epiphany Travel and Assisted-Subjective Personal Introspection. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2012</b> , 259-273	0.1	4
159	Consumer Evaluations of Competing Brands: Perceptual versus Predictive Validity. <i>Psychology and Marketing</i> , <b>2012</b> , 29, 458-466	3.9	12
158	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



157	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
156	Causal Recipes Sufficient for Identifying Market Gurus versus Mavens <b>2012</b> , 312-331		3
155	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
154	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
153	General theory of cultures' consequences on international tourism behavior. <i>Journal of Business Research</i> , <b>2011</b> , 64, 785-799	8.7	134
152	Customer experiences with brands: Literature review and research directions. <i>The Marketing Review</i> , <b>2011</b> , 11, 205-225	1.3	42
151	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
150	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
149	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
148	Tourism advertising and marketing performance metrics. <i>Advances in Culture, Tourism and Hospitality Research</i> , <b>2010</b> , 1-14	0.1	3
147	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
146	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
145	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
144	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
143	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
142	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
141	Applying Systems Thinking to Sustainable Golf Tourism. <i>Journal of Travel Research</i> , <b>2009</b> , 48, 205-215	6.3	15
140	Decision system analysis of advertising agency decisions. <i>Qualitative Market Research</i> , <b>2009</b> , 12, 153-170	1.6	10

139	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
138	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
137	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
136	Travel Storytelling Theory and Practice. <i>Anatolia</i> , <b>2009</b> , 20, 86-99	2.2	25
135	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
134	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
133	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
132	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
131	Dochakuka. <i>Journal of Global Marketing</i> , <b>2008</b> , 21, 19-32	2.4	3
130	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
129	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
128	GROUNDING THEORY OF INTERNATIONAL TOURISM BEHAVIOR. <i>Journal of Travel and Tourism Marketing</i> , <b>2008</b> , 24, 245-258	6.6	31
127	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
126	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
125	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
124	Anti-social behaviour: profiling the lives behind road rage. <i>Marketing Intelligence and Planning</i> , <b>2008</b> , 26, 459-480	3.2	13
123	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
122	Stories visitors tell about Italian cities as destination icons. <i>Tourism Management</i> , <b>2007</b> , 28, 162-174	10.8	105

121	Building strong brands in retailing. <i>Journal of Business Research</i> , <b>2007</b> , 60, 1-10	8.7	45
120	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
119	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
118	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
117	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
116	Advancing Organisational Buying Behaviour Theory and Research: 1956-2056. <i>Journal of Customer Behavior</i> , <b>2006</b> , 5, 121-140	2.4	3
115	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
114	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
113	Mapping strategic decision-making in cross-functional contexts. <i>Journal of Business Research</i> , <b>2006</b> , 59, 360-364	8.7	12
112	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
111	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
110	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
109	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
108	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
107	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
106	Mapping network champion behavior in B2B electronic venturing. <i>Industrial Marketing Management</i> , <b>2005</b> , 34, 495-503	6.9	9
105	Testing theory of planned versus realized tourism behavior. <i>Annals of Tourism Research</i> , <b>2005</b> , 32, 905-924	7.7	110
104	Building and testing theories of decision making by travellers. <i>Tourism Management</i> , <b>2005</b> , 26, 815-832	10.8	511

103	Modeling innovation, manufacturing, diffusion and adoption/rejection processes. <i>Journal of Business and Industrial Marketing</i> , <b>2005</b> , 20, 380-393	3	66
102	Grounded Theory of Leisure Travel. <i>Journal of Travel and Tourism Marketing</i> , <b>2004</b> , 17, 7-39	6.6	57
101	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
100	Advancing from subjective to confirmatory personal introspection in consumer research. <i>Psychology and Marketing</i> , <b>2004</b> , 21, 987-1010	3.9	76
99	Broadening the Study of Tourism. <i>Journal of Travel and Tourism Marketing</i> , <b>2004</b> , 17, 1-6	6.6	27
98	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
97	DOMESTIC LEISURE TRAVELER PURCHASE AND CONSUMPTION SYSTEMS. <i>Tourism Analysis</i> , <b>2003</b> , 8, 149-152	1.6	1
96	Increasing Quality in Measuring Advertising Effectiveness. <i>Journal of Advertising Research</i> , <b>2003</b> , 43, 78-85	1	22
95	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
94	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
93	Respondent Inaccuracy. <i>Journal of Advertising Research</i> , <b>2002</b> , 42, 7-18	2.1	27
92	Updating Heider's balance theory in consumer behavior: A Jewish couple buys a German car and additional buying-consumption transformation stories. <i>Psychology and Marketing</i> , <b>2001</b> , 18, 475-495	3.9	66
91	How buyers frame problems: Revisited. <i>Psychology and Marketing</i> , <b>2001</b> , 18, 617-655	3.9	28
90	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
89	New developments in marketing communications and consumer behavior. <i>Journal of Business Research</i> , <b>2001</b> , 53, 59-61	8.7	13
88	Learning why some customers shop at less convenient stores. <i>Journal of Business Research</i> , <b>2001</b> , 54, 151-159	8.7	17
87	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
86	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

85	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
84	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
83	Advertising and Consumption of Alcoholic Beverages. <i>Journal of Consumer Psychology</i> , <b>1999</b> , 8, 167-186	3.1	5
82	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
81	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
80	Testing care-giver acceptance of new syringe technologies. <i>International Journal of Technology Management</i> , <b>1998</b> , 15, 446	1.2	5
79	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
78	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
77	Testing manufacturers' acceptance of competing subcontractor price-quality-service designs. <i>Industrial Marketing Management</i> , <b>1997</b> , 26, 315-329	6.9	6
76	Customer portfolio analysis among competing retail stores. <i>Journal of Business Research</i> , <b>1996</b> , 35, 189-200	8.0	17
75	Theory of rejecting superior, new technologies. <i>Journal of Business and Industrial Marketing</i> , <b>1996</b> , 11, 25-43	3	33
74	Sequence-Oriented Problem Identification Within Service Encounters. <i>Journal of Euromarketing</i> , <b>1996</b> , 5, 19-52		24
73	Applying the long interview in direct marketing research. <i>Journal of Direct Marketing</i> , <b>1995</b> , 9, 37-55		14
72	Pricing an industrial technological innovation: A case study. <i>Industrial Marketing Management</i> , <b>1995</b> , 24, 145-150	6.9	7
71	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
70	Social interaction effects in the framing of buying decisions. <i>Psychology and Marketing</i> , <b>1994</b> , 11, 27-34	3.9	17
69	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
68	Diagnosing customer comparisons of competitors' marketing mix strategies. <i>Journal of Business Research</i> , <b>1994</b> , 31, 133-144	8.7	8

67	Designing and Implementing International Joint Marketing Ventures. <i>Journal of Euromarketing</i> , <b>1994</b> , 3, 43-59		2
66	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
65	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
64	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	
63	A meta-analysis of effect sizes based on direct marketing campaigns. <i>Journal of Direct Marketing</i> , <b>1993</b> , 7, 19-33		6
62	Marketing new products with distributors. <i>Industrial Marketing Management</i> , <b>1992</b> , 21, 15-21	6.9	10
61	Buying and marketing CPA services. <i>Industrial Marketing Management</i> , <b>1992</b> , 21, 265-272	6.9	40
60	Decision-Processes in Strategic Alliances. <i>Journal of Euromarketing</i> , <b>1991</b> , 1, 151-187		3
59	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
58	Customer portfolio analysis for strategy development in direct marketing. <i>Journal of Direct Marketing</i> , <b>1991</b> , 5, 6-19		7
57	Outdoor advertising as experiments. <i>Journal of the Academy of Marketing Science</i> , <b>1990</b> , 18, 229-237	12.4	27
56	Measuring Advertising Effectiveness In Destination Marketing Strategies. <i>Journal of Travel Research</i> , <b>1990</b> , 29, 3-8	6.3	65
55	Designing Service Products Based on Customer Sensitivities. <i>Journal of International Consumer Marketing</i> , <b>1989</b> , 1, 11-28	2.1	1
54	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
53	A General Model Of Traveler Destination Choice. <i>Journal of Travel Research</i> , <b>1989</b> , 27, 8-14	6.3	620
52	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
51	Testing acceptance of a new industrial service. <i>Industrial Marketing Management</i> , <b>1988</b> , 17, 65-71	6.9	8
50	Maximarketing. <i>Journal of Business Research</i> , <b>1988</b> , 16, 85-87	8.7	

49	Marketing for health care organizations. <i>Journal of Business Research</i> , <b>1988</b> , 16, 89-90	8.7	2
48	Profiling the Heavy Traveler Segment. <i>Journal of Travel Research</i> , <b>1987</b> , 25, 9-14	6.3	44
47	Competing resort hotels Word-of-mouth communication and guest retention. <i>Tourism Management</i> , <b>1987</b> , 8, 323-328	10.8	11
46	Segmenting the Timeshare Resort Market. <i>Journal of Travel Research</i> , <b>1986</b> , 24, 6-12	6.3	6
45	Personal Values and Travel Decisions. <i>Journal of Travel Research</i> , <b>1986</b> , 25, 20-25	6.3	109
44	Research in marketing in a centrally planned economy: Poland. <i>Journal of Business Research</i> , <b>1986</b> , 14, 281-283	8.7	
43	SUPPLIER CHOICE STRATEGIES IN INDUSTRIALISED NATIONS. <i>International Marketing Review</i> , <b>1985</b> , 2, 75-79	4.4	2
42	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
41	An Inductive Model of Industrial Supplier Choice Processes. <i>Journal of Marketing</i> , <b>1984</b> , 48, 30-45	11	248
40	An Inductive Model of Industrial Supplier Choice Processes. <i>Journal of Marketing</i> , <b>1984</b> , 48, 30	11	65
39	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
38	How Serious Is Nonresponse Bias in Advertising Conversion Research?. <i>Journal of Travel Research</i> , <b>1984</b> , 22, 34-37	6.3	25
37	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
36	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
35	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
34	Observations of centralized corporate procurement. <i>Industrial Marketing Management</i> , <b>1981</b> , 10, 191-205	9	44
33	Sensitivities of Market Segments to Separate Advertising Strategies. <i>Journal of Marketing</i> , <b>1981</b> , 45, 63	11	14
32	New replacement part buying. <i>Industrial Marketing Management</i> , <b>1980</b> , 9, 123-132	6.9	23

31	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
30	Vacation travel planning segments. <i>Annals of Tourism Research</i> , <b>1980</b> , 7, 385-394	7.7	43
29	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
28	Beliefs and anticipated situations influencing intentions to use drugs. <i>Perceptual and Motor Skills</i> , <b>1979</b> , 48, 743-51	2.2	5
27	Influence of Low-Balling on Buyers' Compliance. <i>Journal of Psychology: Interdisciplinary and Applied</i> , <b>1979</b> , 101, 219-221	2.7	8
26	Organizations buying in new task and rebuy situations. <i>Industrial Marketing Management</i> , <b>1979</b> , 8, 7-11	6.9	64
25	CONSUMPTION OCCASION INFLUENCE ON CONSUMER BRAND CHOICE *. <i>Decision Sciences</i> , <b>1978</b> , 9, 273-284	3.7	10
24	Organizational buying in selected Yugoslav firms. <i>Industrial Marketing Management</i> , <b>1978</b> , 7, 391-395	6.9	7
23	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
22	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
21	Traveler Evoked, Inept, and Inert Sets of Vacation Destinations. <i>Journal of Travel Research</i> , <b>1977</b> , 16, 14-18	6.3	104
20	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
19	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
18	JBR the past and the future. <i>Journal of Business Research</i> , <b>1977</b> , 5, 1-4	8.7	3
17	Interactions of consumption situations and brand attitudes.. <i>Journal of Applied Psychology</i> , <b>1976</b> , 61, 764-769	7.4	28
16	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	
15	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
14	Effects of Word of Mouth Advertising on Consumer Risk Taking. <i>Journal of Advertising</i> , <b>1976</b> , 5, 12-19	4.4	42



13	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
12	Effects of Price and Salesman Expertise on Customer Purchasing Behavior. <i>The Journal of Business</i> , <b>1976</b> , 49, 51		22
11	CAD eight years later. <i>Journal of the Academy of Marketing Science</i> , <b>1975</b> , 3, 309-313	12.4	2
10	Relation of price to perception of quality of new products.. <i>Journal of Applied Psychology</i> , <b>1974</b> , 59, 116-118	7.18	13
9	Is There a Generalized Risky Shift Phenomenon in Consumer Behavior?. <i>Journal of Marketing Research</i> , <b>1974</b> , 11, 225	5.2	13
8	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
7	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
6	A shopping list experiment of beer brand images.. <i>Journal of Applied Psychology</i> , <b>1972</b> , 56, 512-513	7.4	11
5	Informal Group Influence on Risk Taking. <i>Journal of Marketing Research</i> , <b>1972</b> , 9, 223-225	5.2	18
4	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
3	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	
2	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
1	Ethnic bias and design factors impact response rates of online travel surveys. <i>Journal of Global Scholars of Marketing Science</i> , 1-16	2.3	