

Michael B Beverland

List of Publications by Year in descending order

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Version: 2024-02-01

90
papers

6,307
citations

100601

38
h-index

81351

76
g-index

94
all docs

94
docs citations

94
times ranked

3987
citing authors

#	ARTICLE	IF	CITATIONS
1	Take a Look at Me Now: Consecration and the Phil Collins Effect. <i>Research in the Sociology of Organizations</i> , 2022, , 253-282.	0.5	0
2	A Critical Framework for Examining Sustainability Claims of the Sharing Economy: Exploring the Tensions Within Platform Brand Discourses. <i>Journal of Macromarketing</i> , 2022, 42, 214-230.	1.7	4
3	Vegans and Vaccines: A Tale of Competing Identity Goals. <i>NIM Marketing Intelligence Review</i> , 2022, 14, 31-35.	0.4	0
4	How Brands Craft National Identity. <i>Journal of Consumer Research</i> , 2021, 48, 586-609.	3.5	15
5	The paradox of surprise: empirical evidence about surprising gifts received and given by close relations. <i>European Journal of Marketing</i> , 2021, 55, 618-646.	1.7	4
6	Animals in our Lives: An Interactive Well-Being Perspective. <i>Journal of Macromarketing</i> , 2021, 41, 646-662.	1.7	8
7	Strategically releasing control: Navigating the complexities of enabling category captains. <i>Industrial Marketing Management</i> , 2020, 90, 181-193.	3.7	1
8	Using design thinking to respond to crises: B2B lessons from the 2020 COVID-19 pandemic. <i>Industrial Marketing Management</i> , 2020, 88, 255-260.	3.7	115
9	Doing Design Thinking: Conceptual Review, Synthesis, and Research Agenda. <i>Journal of Product Innovation Management</i> , 2019, 36, 124-148.	5.2	304
10	As the record spins: materialising connections. <i>European Journal of Marketing</i> , 2019, 53, 1152-1175.	1.7	12
11	Elevating design in the organization. <i>Journal of Product Innovation Management</i> , 2018, 35, 629.	5.2	0
12	Elevating Design in the Organization. <i>Journal of Product Innovation Management</i> , 2018, 35, 629-651.	5.2	43
13	Peter Laplaca: A case study. <i>Industrial Marketing Management</i> , 2018, 69, 110-115.	3.7	2
14	Loyalty or liability. <i>Marketing Theory</i> , 2018, 18, 3-30.	1.7	24
15	Design, consumption and marketing: outcomes, process, philosophy and future directions. <i>Journal of Marketing Management</i> , 2017, 33, 159-172.	1.2	8
16	The Unintended Normalization of Gambling. <i>Journal of Macromarketing</i> , 2017, 37, 426-443.	1.7	13
17	Resourceful Sensemaking: Overcoming Barriers between Marketing and Design in NPD. <i>Journal of Product Innovation Management</i> , 2016, 33, 628-648.	5.2	49
18	The brand authenticity continuum: strategic approaches for building value. <i>Journal of Marketing Management</i> , 2016, 32, 1201-1229.	1.2	50

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19	Being sub-culturally authentic and acceptable to the mainstream: Civilizing practices and self-authentication. <i>Journal of Business Research</i> , 2016, 69, 224-233.	5.8	7
20	Measuring Consumer-Based Brand Authenticity. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 521-521.	0.1	1
21	Reconciling the tension between consistency and relevance: design thinking as a mechanism for brand ambidexterity. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 589-609.	7.2	128
22	The viral marketing metaphor explored through Vegemite. <i>Marketing Intelligence and Planning</i> , 2015, 33, 656-674.	2.1	11
23	Redesigning Manufacturing. , 2015, , .		3
24	How in-store educational and entertaining events influence shopper satisfaction. <i>Journal of Retailing and Consumer Services</i> , 2015, 23, 9-20.	5.3	29
25	The Role of Salespeople in Creating Relationships. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 336-336.	0.1	0
26	Sustainable Eating. <i>Journal of Macromarketing</i> , 2014, 34, 369-382.	1.7	68
27	Measuring consumer-based brand authenticity. <i>Journal of Business Research</i> , 2014, 67, 1090-1098.	5.8	420
28	Unleashing the animal within: Exploring consumers' zoomorphic identity motives. <i>Journal of Marketing Management</i> , 2013, 29, 225-248.	1.2	20
29	Keeping it Real "The Seven Secrets of Authentic Brands. , 2013, , 477-493.		0
30	"Doing Privacy" Consumers Search for Sovereignty through Privacy Management Practices. <i>Research in Consumer Behavior</i> , 2012, , 171-190.	0.3	4
31	Unpacking value creation and delivery: Orientation, capabilities, practices, and outcomes. <i>Industrial Marketing Management</i> , 2012, 41, 8-10.	3.7	16
32	Four Skills Graduates Need to Cut It in Design-Led Firms. <i>Design Management Review</i> , 2012, 23, 46-54.	0.1	0
33	Slow Design. <i>Design Management Review</i> , 2011, 22, 34-42.	0.1	5
34	Designers and Marketers: Toward a Shared Understanding. <i>Design Management Review</i> , 2011, 22, 62-70.	0.1	8
35	Mapping the Unarticulated Potential of Qualitative Research. <i>Journal of Advertising Research</i> , 2011, 51, 153-166.	1.0	11
36	Exploring consumer conflict management in service encounters. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 617-633.	7.2	68

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37	Authentic subcultural membership: Antecedents and consequences of authenticating acts and authoritative performances. <i>Psychology and Marketing</i> , 2010, 27, 698-716.	4.6	68
38	What makes a good case study? A positivist review of qualitative case research published in <i>Industrial Marketing Management</i> , 1971â€“2006. <i>Industrial Marketing Management</i> , 2010, 39, 56-63.	3.7	231
39	From strategy to tactics: Building, implementing, and managing brand equity in business markets. <i>Industrial Marketing Management</i> , 2010, 39, 1223-1225.	3.7	36
40	Can All Brands Innovate in the Same Way? A Typology of Brand Position and Innovation Effort*. <i>Journal of Product Innovation Management</i> , 2010, 27, 33-48.	5.2	80
41	The Quest for Authenticity in Consumption: Consumersâ€™ Purposive Choice of Authentic Cues to Shape Experienced Outcomes. <i>Journal of Consumer Research</i> , 2010, 36, 838-856.	3.5	604
42	Barriers to network innovation in UK ethnic fresh produce supply. <i>Entrepreneurship and Regional Development</i> , 2010, 22, 77-96.	2.0	28
43	Right-Wing Customers-The Enemy of Innovation. <i>Design Management Review</i> , 2010, 21, 64-71.	0.1	6
44	Building corporate reputation with stakeholders. <i>European Journal of Marketing</i> , 2010, 44, 1856-1874.	1.7	48
45	The effects of in-store themed events on consumer store choice decisions. <i>Journal of Retailing and Consumer Services</i> , 2009, 16, 386-395.	5.3	50
46	Exploring the effects of different reward programs on inâ€role and extraâ€role performance of retail sales associates. <i>Qualitative Market Research</i> , 2009, 12, 279-294.	1.0	16
47	Building Brand Authenticity. , 2009, , .		99
48	Exploring the dark side of pet ownership: Status- and control-based pet consumption. <i>Journal of Business Research</i> , 2008, 61, 490-496.	5.8	73
49	Projecting Authenticity Through Advertising: Consumer Judgments of Advertisers' Claims. <i>Journal of Advertising</i> , 2008, 37, 5-15.	4.1	328
50	Boundary conditions to business relationships in China: the case of selling wine in China. <i>Journal of Business and Industrial Marketing</i> , 2008, 24, 27-34.	1.8	24
51	Viral Marketing. , 2008, , 102-117.		2
52	Branding the business marketing offer: exploring brand attributes in business markets. <i>Journal of Business and Industrial Marketing</i> , 2007, 22, 394-399.	1.8	39
53	Why pass on viral messages? Because they connect emotionally. <i>Business Horizons</i> , 2007, 50, 291-304.	3.4	328
54	An exploration of relational customers' response to service failure. <i>Journal of Services Marketing</i> , 2007, 21, 64-72.	1.7	55

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55	Exploring the Dimensions of Proactivity Within Advertising Agency-Client Relationships. <i>Journal of Advertising</i> , 2007, 36, 49-60.	4.1	102
56	Understanding retail experiences - the case for ethnography. <i>International Journal of Market Research</i> , 2007, 49, 751-778.	2.8	64
57	Can cooperatives brand? Exploring the interplay between cooperative structure and sustained brand marketing success. <i>Food Policy</i> , 2007, 32, 480-495.	2.8	43
58	Implementing market orientation in industrial firms: A multiple case study. <i>Industrial Marketing Management</i> , 2007, 36, 430-442.	3.7	71
59	Industrial global brand leadership: A capabilities view. <i>Industrial Marketing Management</i> , 2007, 36, 1082-1093.	3.7	107
60	What Does It Mean to Be Design-led?. <i>Design Management Review</i> , 2007, 18, 10-17.	0.1	26
61	Introduction to the special issue on branding in industrial markets. <i>Journal of Business and Industrial Marketing</i> , 2007, 22, .	1.8	2
62	Cultural frames that drive sales and marketing apart: an exploratory study. <i>Journal of Business and Industrial Marketing</i> , 2006, 21, 386-394.	1.8	56
63	The "real thing"™: Branding authenticity in the luxury wine trade. <i>Journal of Business Research</i> , 2006, 59, 251-258.	5.8	422
64	In-store music and consumer-brand relationships: Relational transformation following experiences of (mis)fit. <i>Journal of Business Research</i> , 2006, 59, 982-989.	5.8	107
65	Driving-market or market-driven? A case study analysis of the new product development practices of Chinese business-to-business firms. <i>Industrial Marketing Management</i> , 2006, 35, 383-393.	3.7	46
66	Creating value for channel partners: the Cervena case. <i>Journal of Business and Industrial Marketing</i> , 2005, 20, 127-135.	1.8	23
67	The brand-supportive firm: An exploration of organisational drivers of brand updating. <i>Journal of Brand Management</i> , 2005, 12, 445-460.	2.0	27
68	Adapting within relationships to adapt to market-led change: Does relationship success lead to marketplace inertia?. <i>Industrial Marketing Management</i> , 2005, 34, 577-589.	3.7	19
69	Crafting Brand Authenticity: The Case of Luxury Wines*. <i>Journal of Management Studies</i> , 2005, 42, 1003-1029.	6.0	546
70	Managing the Design Innovation-Brand Marketing Interface: Resolving the Tension between Artistic Creation and Commercial Imperatives*. <i>Journal of Product Innovation Management</i> , 2005, 22, 193-207.	5.2	106
71	MANAGING INTEGRATED MARKETING COMMUNICATION (IMC) THROUGH STRATEGIC DECOUPLING: How Luxury Wine Firms Retain Brand Leadership While Appearing to Be Wedded to the Past. <i>Journal of Advertising</i> , 2005, 34, 103-116.	4.1	126
72	Repositioning New Zealand Venison: From Commodity to Brand. <i>Australasian Marketing Journal</i> , 2005, 13, 62-67.	3.5	2

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73	Controlled infection! Spreading the brand message through viral marketing. <i>Business Horizons</i> , 2005, 48, 143-149.	3.4	189
74	Slowing the adoption and diffusion process to enhance brand repositioning: The consumer driven repositioning of Dunlop Volley. <i>Business Horizons</i> , 2005, 48, 385-391.	3.4	24
75	Brand management and the challenge of authenticity. <i>Journal of Product and Brand Management</i> , 2005, 14, 460-461.	2.6	90
76	The Role of Value Change Management in Relationship Dissolution: Hygiene and Motivational Factors. <i>Journal of Marketing Management</i> , 2004, 20, 927-939.	1.2	42
77	Uncovering "theories in use" building luxury wine brands. <i>European Journal of Marketing</i> , 2004, 38, 446-466.	1.7	128
78	Relationship Marketing. <i>Journal of International Food and Agribusiness Marketing</i> , 2004, 16, 25-51.	1.0	3
79	Relationship Use and Market Dynamism: A Model of Relationship Evolution. <i>Journal of Marketing Management</i> , 2004, 20, 825-858.	1.2	35
80	Crafting a competitive advantage: tempering entrepreneurial action with positioning-based values. <i>Qualitative Market Research</i> , 2004, 7, 172-182.	1.0	18
81	Whither industry leaders? Lessons from haute couture. <i>Business Horizons</i> , 2004, 47, 63-70.	3.4	1
82	Brand value, convictions, flexibility, and New Zealand wine. <i>Business Horizons</i> , 2004, 47, 53-61.	3.4	19
83	A longitudinal study of customers' desired value change in business-to-business markets. <i>Industrial Marketing Management</i> , 2003, 32, 653-666.	3.7	69
84	In search of the right in-store music. <i>Business Horizons</i> , 2003, 46, 77-82.	3.4	54
85	The Partnering Role of Salespeople in a Business-to-Business Setting. <i>Journal of Asia-Pacific Business</i> , 2003, 4, 3-25.	0.8	1
86	AdultShop.com: establishing legitimacy with the "virgin" consumer. <i>Marketing Intelligence and Planning</i> , 2003, 21, 379-391.	2.1	1
87	Relationship Strategies for Market Entry. <i>Journal of East-West Business</i> , 2002, 7, 55-77.	0.3	7
88	Creating value through brands: the ZESPRITM kiwi fruit case. <i>British Food Journal</i> , 2001, 103, 383-399.	1.6	31
89	Organizational Life Cycles in Small New Zealand Wineries. <i>Journal of Small Business Management</i> , 2001, 39, 354-362.	2.8	62
90	Winery Tourism Life-cycle Development: A Proposed Model. <i>Tourism Recreation Research</i> , 2001, 26, 11-21.	3.3	35