

Jamie Murphy

List of Publications by Year in descending order

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118
papers

3,502
citations

147566

31
h-index

161609

54
g-index

126
all docs

126
docs citations

126
times ranked

2252
citing authors

#	ARTICLE	IF	CITATIONS
1	Diffusion and success factors of mobile marketing. <i>Electronic Commerce Research and Applications</i> , 2005, 4, 159-173.	2.5	351
2	Helpful Reviewers in TripAdvisor, an Online Travel Community. <i>Journal of Travel and Tourism Marketing</i> , 2011, 28, 675-688.	3.1	238
3	Marketing robot services in hospitality and tourism: the role of anthropomorphism. <i>Journal of Travel and Tourism Marketing</i> , 2019, 36, 784-795.	3.1	230
4	Research on information technology in the hospitality industry. <i>International Journal of Hospitality Management</i> , 2004, 23, 473-484.	5.3	137
5	Hotel Management and Marketing on the Internet. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 1996, 37, 70-82.	1.1	119
6	A qualitative study of Chinese wine consumption and purchasing. <i>International Journal of Wine Business Research</i> , 2007, 19, 98-113.	1.0	117
7	Primacy and Recency Effects on Clicking Behavior. <i>Journal of Computer-Mediated Communication</i> , 2006, 11, 522-535.	1.7	108
8	Getting permission: Exploring factors affecting permission marketing. <i>Journal of Interactive Marketing</i> , 2002, 16, 28-36.	4.3	88
9	Islam and Online Imagery on Malaysian Tourist Destination Websites. <i>Journal of Computer-Mediated Communication</i> , 2007, 12, 1082-1102.	1.7	73
10	Further evidence on the existence of housing market bubbles. <i>Journal of Property Research</i> , 2001, 18, 1-19.	1.7	69
11	BENCHMARKS OF WEB SITE DESIGN AND MARKETING BY SWISS HOTELS. <i>Information Technology and Tourism</i> , 2002, 5, 73-89.	3.4	68
12	Swiss Hotels's™ Web-site and E-mail Management. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2003, 44, 71-87.	1.1	65
13	World Wide Web banner advertisement copy testing. <i>European Journal of Marketing</i> , 1998, 32, 703-712.	1.7	62
14	An exploratory study of marketing international education online. <i>International Journal of Educational Management</i> , 2003, 17, 116-125.	0.9	62
15	Journey to nowhere? E-mail customer service by travel agents in Singapore. <i>Tourism Management</i> , 2003, 24, 543-550.	5.8	61
16	Take Me Back: Validating the Wayback Machine. <i>Journal of Computer-Mediated Communication</i> , 2007, 13, 60-75.	1.7	55
17	Website adoption and sales performance in Valais's™ hospitality industry. <i>Technovation</i> , 2009, 29, 625-631.	4.2	53
18	Branding on the web: Evolving domain name usage among Malaysian hotels. <i>Tourism Management</i> , 2007, 28, 621-624.	5.8	52

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19	Learning From Simulation Design to Develop Better Experiential Learning Initiatives. Journal of Marketing Education, 2016, 38, 98-106.	1.6	47
20	Gender Differences in Instagram Hashtag Use. Journal of Hospitality Marketing and Management, 2018, 27, 386-404.	5.1	47
21	English and Chinese? The Role of Consumer Ethnocentrism and Country of Origin in Chinese Attitudes towards Store Signs. Australasian Marketing Journal, 2006, 14, 5-16.	3.5	45
22	Multisensory image as a component of destination image. Tourism Management Perspectives, 2015, 14, 34-41.	3.2	45
23	Factors related to recycling plastic packaging in Finland's new waste management scheme. Waste Management, 2021, 131, 88-97.	3.7	45
24	Cultural Dimensions of Website Design and Content. Prometheus, 2003, 21, 74-84.	0.2	40
25	Celebrity chef adoption and implementation of social media, particularly pinterest: A diffusion of innovations approach. International Journal of Hospitality Management, 2016, 57, 84-92.	5.3	38
26	Investigating the Evolution of Hotel Internet Adoption. Information Technology and Tourism, 2006, 8, 161-177.	3.4	38
27	The moderating influence of hedonic consumption in an extended theory of planned behaviour. Service Industries Journal, 2009, 29, 539-555.	5.0	36
28	An investigation of global versus local online branding. International Marketing Review, 2007, 24, 297-312.	2.2	35
29	The interactions of consumption characteristics on social norms. Journal of Consumer Marketing, 2009, 26, 277-285.	1.2	35
30	Social Networking as a Marketing Tool: The Case of a Small Australian Company. Journal of Hospitality Marketing and Management, 2010, 19, 700-716.	5.1	34
31	The Use of Domain Names in e-branding by the World's Top Brands. Electronic Markets, 2003, 13, 222-232.	4.4	33
32	Clickable World Wide Web banner ads and content sites. Journal of Interactive Marketing, 2000, 14, 49-59.	4.3	31
33	A Review of Hospitality Website Design Frameworks. , 2007, , 219-230.		30
34	Hotel Yield Management Practices Across Multiple Electronic Distribution Channels. Information Technology and Tourism, 2008, 10, 161-172.	3.4	28
35	The Moderating Influence of Enjoyment on Customer Loyalty. Australasian Marketing Journal, 2008, 16, 11-21.	3.5	27
36	Clickable World Wide Web banner ads and content sites. Journal of Interactive Marketing, 2000, 14, 49.	4.3	27

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37	FIVE-STAR TREATMENT? E-MAIL CUSTOMER SERVICE BY INTERNATIONAL LUXURY HOTELS. Information Technology and Tourism, 2003, 6, 99-112.	3.4	23
38	Using Internet Behavior to Deliver Relevant Television Commercials. Journal of Interactive Marketing, 2013, 27, 130-140.	4.3	23
39	E-Mail Customer Service in the Swiss Hotel Industry. Tourism and Hospitality Research, 2003, 4, 197-212.	2.4	22
40	Journal Quality: A Google Scholar Analysis. Australasian Marketing Journal, 2009, 17, 150-153.	3.5	22
41	Website and email adoption by Malaysian hotels. International Journal of Hospitality Management, 2010, 29, 194-196.	5.3	22
42	Competitive Analyses for Marketing Electronic Wine Tourism. International Journal of Wine Business Research, 2005, 17, 39-54.	0.5	21
43	The underlying social identities of a nation's brand. International Marketing Review, 2010, 27, 450-465.	2.2	21
44	Comparing the Diffusion of Online Service Recovery in Small and Large Organizations. Journal of Marketing Communications, 2006, 12, 165-181.	2.7	19
45	What Works Best When Combining Television Sets, PCs, Tablets, or Mobile Phones?. Journal of Advertising Research, 2013, 53, 212-220.	1.0	19
46	Bandwagon and leapfrog effects in Internet implementation. International Journal of Hospitality Management, 2014, 37, 91-98.	5.3	19
47	Plastic loyalty " Investigating loyalty card programs for a Finnish hotel chain. Tourism Management, 2019, 73, 115-122.	5.8	19
48	Surfers and Searchers. The Cornell Hotel and Restaurant Administration Quarterly, 1999, 40, 84-95.	1.1	18
49	The Google Online Marketing Challenge: Classroom Learning with Real Clients, Real Money, and Real Advertising Campaigns. Journal of Interactive Advertising, 2008, 9, 49-55.	3.0	17
50	The Components and Impact of Sponsored Search. Computer, 2009, 42, 98-101.	1.2	17
51	The Google Online Marketing Challenge and Research Opportunities. Journal of Marketing Education, 2009, 31, 76-85.	1.6	17
52	Permission e-mail marketing: as a means of targeted promotion. The Cornell Hotel and Restaurant Administration Quarterly, 2002, 43, 61-69.	1.1	16
53	Google scholar visibility and tourism journals. Annals of Tourism Research, 2008, 35, 1078-1082.	3.7	16
54	Massive Open Online Courses: Strategies and Research Areas. Journal of Hospitality and Tourism Education, 2014, 26, 39-43.	2.5	16

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55	RIGOR IN TOURISM RESEARCHFormative and Reflective Constructs. Annals of Tourism Research, 2009, 36, 730-734.	3.7	15
56	Quality clusters: Dimensions of email responses by luxury hotels. International Journal of Hospitality Management, 2007, 26, 743-747.	5.3	14
57	Audience Response to Travel Photos and Arab Destination Image. Journal of Travel and Tourism Marketing, 2013, 30, 161-164.	3.1	14
58	Online focus groups: a valuable alternative for hospitality research?. International Journal of Contemporary Hospitality Management, 2018, 30, 3175-3191.	5.3	14
59	A Guide to Conducting Online Focus Groups via Reddit. International Journal of Qualitative Methods, The, 2021, 20, 160940692110122.	1.3	14
60	AN INVESTIGATION OF CONSISTENT RATES ACROSS SWISS HOTELS' DIRECT CHANNELS. Information Technology and Tourism, 2006, 8, 105-119.	3.4	14
61	Consumer web page search, clicking behavior and reaction time. Journal of Research in Interactive Marketing, 2009, 3, 88-96.	0.4	13
62	MOOCs in tourism and hospitality: a review. Journal of Teaching in Travel and Tourism, 2018, 18, 217-235.	1.9	13
63	The Google Online Marketing Challenge: Fostering Student Learning of Search Advertising. Journal of Advertising Education, 2009, 13, 38-43.	0.3	12
64	Investigating emotional commitment towards a region and a hotel brand. International Journal of Hospitality Management, 2020, 87, 102467.	5.3	12
65	TEACHING SEARCH ENGINE MARKETING THROUGH THE GOOGLE AD GRANTS PROGRAM. Marketing Education Review, 2018, 28, 136-147.	0.8	11
66	Investigating the adoption of electronic customer service by Australian businesses. Managing Service Quality, 2003, 13, 492-503.	2.4	10
67	Comparing Tablet and Virtual Reality Glasses for Watching Nature Tourism Videos. , 2019, , 120-131.		10
68	MySpace, My Friends, My Customers. , 2008, , 94-105.		10
69	Using Server Log Files and Online Experiments to Enhance Internet Marketing. , 2005, , 226-249.		10
70	E-Mail Customer Service by Australian Educational Institutions. Australasian Marketing Journal, 2003, 11, 56-69.	3.5	9
71	Information technology diffusion in Malaysia's foodservice industry. Journal of Hospitality and Tourism Technology, 2013, 4, 200-210.	2.5	9
72	E-mail customer service in the Tunisian hotel industry. Tourism Review, 2003, 58, 18-26.	3.8	8

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73	Using Log File Analysis and Website Assessment to Improve Hospitality Websites. , 2005, , 566-576.		8
74	Testing Position Effects and Copy to Increase Web Page Visits. Information Technology and Tourism, 2006, 8, 3-13.	3.4	8
75	LMS teaching versus Community Learning: a call for the latter. Asia Pacific Journal of Marketing and Logistics, 2012, 24, 826-841.	1.8	8
76	Internet Use by Hospitality SMEs in Alpine Destinations. , 2007, , 469-480.		8
77	How information foraging styles relate to tourism demographics and behaviours. Journal of Vacation Marketing, 2009, 15, 299-309.	2.5	7
78	Leapfrogging and Internet Implementation by Tourism Organizations. Information Technology and Tourism, 2011, 13, 177-189.	3.4	7
79	Identifying Customer Evangelists. Review of Marketing Research, 2015, , 175-206.	0.2	7
80	A Theoretical Framework of Factors Relating to Internet Adoption Stages by Malaysian Hotels. , 2006, , 196-208.		6
81	Investigating Domain Name Diffusion across Swiss Accommodation Enterprises. , 2005, , 360-370.		5
82	Take Me Back: Validating the Wayback Machine as a Measure of Website Evolution. , 2007, , 435-446.		5
83	Playing the infinite game: marketing in the post-industrial economy. Journal of Customer Behavior, 2010, 9, 345-355.	0.0	5
84	MOOC Camp: A Flipped Classroom and Blended Learning Model. , 2016, , 653-665.		5
85	Brand safety: the effects of controversial video content on pre-roll advertising. Heliyon, 2018, 4, e01041.	1.4	5
86	Student Perceptions and Adoption of University Smart Card Systems. International Journal of Technology and Human Interaction, 2011, 7, 1-15.	0.3	5
87	An Investigation of Leapfrogging and Web 2.0 Implementation. , 2010, , 441-453.		5
88	TEXTBOOK PUBLISHERS IN A NETWORKED WORLD. Information Technology in Hospitality, 2000, 1, 47-50.	0.5	4
89	Australian and Taiwanese Advertiser'S Perceptions of Internet Marketing. Australasian Marketing Journal, 2001, 9, 33-45.	3.5	4
90	The bandwagon effect: Swiss hotels' web-site and e-mail management. The Cornell Hotel and Restaurant Administration Quarterly, 2003, 44, 71-87.	1.1	4

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91	Communitas and civitas: an idiographic model of consumer collectives. Journal of Global Scholars of Marketing Science, 2014, 24, 279-294.	1.4	4
92	Modelling Internet Diffusion Across Tourism Sectors. , 2020, , 151-173.		4
93	LUDDITE LEARNING: A CALL FOR LOW-TECH ALTERNATIVES. Information Technology in Hospitality, 2000, 1, 51-54.	0.5	3
94	An Investigation of Satisfaction and Loyalty in the Virtual Hospitality Environment. , 2005, , 452-462.		3
95	The Google Online Marketing Challenge: Hands on Teaching and Learning. Journal of Hospitality and Tourism Education, 2009, 21, 44-47.	2.5	3
96	Marketing implications of traditional and ICT-mediated leisure activities. Behaviour and Information Technology, 2012, 31, 329-341.	2.5	3
97	Premium offerings in the sharing economy: Authentic immersions. Journal of Revenue and Pricing Management, 2018, 17, 244-255.	0.7	3
98	How TV sponsorship can help television spot advertising. European Journal of Marketing, 2019, 53, 121-136.	1.7	3
99	Internet Adoption by Swiss Hotels: The Dynamics of Domain Name Registration. , 2004, , 479-488.		3
100	Modelling and Comparing Malaysian Hotel Website Diffusion. , 2012, , 167-178.		3
101	Shared Arabian Muslim Travel Photos. , 2010, , 543-554.		2
102	The Google Online Marketing Challenge. Advances in Educational Marketing, Administration, and Leadership Book Series, 0, , 46-65.	0.1	2
103	Hotel Domain Name Adoption and Implementation. , 2010, , 1-12.		2
104	Exploring Email Service Quality (EMSQ) Factors. , 2007, , 425-434.		1
105	Chapter 20 The Hajj. Bridging Tourism Theory and Practice, 2010, , 321-330.	0.3	1
106	A YouTube analysis of Muslim scholar reactions to Trump's electoral outcome: social work implications. Journal of Religion and Spirituality in Social Work, 2020, 39, 1-26.	0.6	1
107	Segmenting Fan Communities. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2018, , 1-17.	0.7	1
108	Evolving Internet Use by Malaysian Hotels. , 2008, , 303-312.		1

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109	Restaurant marketing on the worldwide web. The Cornell Hotel and Restaurant Administration Quarterly, 1996, 37, 61-71.	1.1	0
110	Server Log Files: A Case Study Of A New Market Research Tool For Entrepreneurs. Small Enterprise Research: the Journal of SEAAANZ, 2000, 8, 4-15.	1.1	0
111	USING LOG FILES TO EVALUATE AND IMPROVE COURSE WEBSITES. Information Technology in Hospitality, 2003, 3, 39-57.	0.5	0
112	John (â€ˆJackâ€™) Bresnan, 1927â€™2006. Bulletin of Indonesian Economic Studies, 2006, 42, 173-176.	0.7	0
113	Chapter 18 Arabian sights. Bridging Tourism Theory and Practice, 2010, , 287-302.	0.3	0
114	Comparing Australian and Malaysian Destinationâ€™s Internet Diffusion. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 794-797.	0.1	0
115	A Methodology and Investigation of an eLoyalty Metric, Consumer Bookmarking Behavior. Journal of Computer-Mediated Communication, 0, 10, 00-00.	1.7	0
116	Arabian Photos: Investigating User-Generated Content. , 2010, , 591-602.		0
117	Of Geeks and Achievers: Exploring Consumer Collective Tourism and the Infinite Game. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 635-641.	0.1	0
118	The Google Online Marketing Challenge. , 0, , 1289-1308.		0