Jamie Murphy

List of Publications by Year
in descending order

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	A Guide to Conducting Online Focus Groups via Reddit. International Journal of Qualitative Methods, The, 2021, 20, 160940692110122.	1.3	14
2	Factors related to recycling plastic packaging in Finland's new waste management scheme. Waste Management, 2021, 131, 88-97.	3.7	45
3	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
4	Investigating emotional commitment towards a region and a hotel brand. International Journal of Hospitality Management, 2020, 87, 102467.	5.3	12
5	Modelling Internet Diffusion Across Tourism Sectors. , 2020, , 151-173.		4
6	How TV sponsorship can help television spot advertising. European Journal of Marketing, 2019, 53, 121-136.	1.7	3
7	Marketing robot services in hospitality and tourism: the role of anthropomorphism. Journal of Travel and Tourism Marketing, 2019, 36, 784-795.	3.1	230
8	Plastic loyalty â€" Investigating loyalty card programs for a Finnish hotel chain. Tourism Management, 2019, 73, 115-122.	5.8	19
9	Comparing Tablet and Virtual Reality Glasses for Watching Nature Tourism Videos. , 2019, , 120-131.		10
10	MOOCs in tourism and hospitality: a review. Journal of Teaching in Travel and Tourism, 2018, 18, 217-235.	1.9	13
11	TEACHING SEARCH ENGINE MARKETING THROUGH THE GOOGLE AD GRANTS PROGRAM. Marketing Education Review, 2018, 28, 136-147.	0.8	11
12	Premium offerings in the sharing economy: Authentic immersions. Journal of Revenue and Pricing Management, 2018, 17, 244-255.	0.7	3
13	Gender Differences in Instagram Hashtag Use. Journal of Hospitality Marketing and Management, 2018, 27, 386-404.	5.1	47
14	Brand safety: the effects of controversial video content on pre-roll advertising. Heliyon, 2018, 4, e01041.	1.4	5
15	Online focus groups: a valuable alternative for hospitality research?. International Journal of Contemporary Hospitality Management, 2018, 30, 3175-3191.	5.3	14
16	Segmenting Fan Communities. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2018, , 1-17.	0.7	1
17	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
18	Learning From Simulation Design to Develop Better Experiential Learning Initiatives. Journal of Marketing Education, 2016, 38, 98-106.	1.6	47

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19	MOOC Camp: A Flipped Classroom and Blended Learning Model. , 2016, , 653-665.		5
20	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
21	Comparing Australian and Malaysian Destination€™s Internet Diffusion. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 794-797.	0.1	0
22	Identifying Customer Evangelists. Review of Marketing Research, 2015, , 175-206.	0.2	7
23	Multisensory image as a component of destination image. Tourism Management Perspectives, 2015, 14, 34-41.	3.2	45
24	Massive Open Online Courses: Strategies and Research Areas. Journal of Hospitality and Tourism Education, 2014, 26, 39-43.	2.5	16
25	Bandwagon and leapfrog effects in Internet implementation. International Journal of Hospitality Management, 2014, 37, 91-98.	5.3	19
26	Communitas and civitas: an idiographic model of consumer collectives. Journal of Global Scholars of Marketing Science, 2014, 24, 279-294.	1.4	4
27	Audience Response to Travel Photos and Arab Destination Image. Journal of Travel and Tourism Marketing, 2013, 30, 161-164.	3.1	14
28	Using Internet Behavior to Deliver Relevant Television Commercials. Journal of Interactive Marketing, 2013, 27, 130-140.	4.3	23
29	Information technology diffusion in Malaysia's foodservice industry. Journal of Hospitality and Tourism Technology, 2013, 4, 200-210.	2.5	9
30	What Works Best When Combining Television Sets, PCs, Tablets, or Mobile Phones?. Journal of Advertising Research, 2013, 53, 212-220.	1.0	19
31	Marketing implications of traditional and ICT-mediated leisure activities. Behaviour and Information Technology, 2012, 31, 329-341.	2.5	3
32	LMS teaching versus Community Learning: a call for the latter. Asia Pacific Journal of Marketing and Logistics, 2012, 24, 826-841.	1.8	8
33	Modelling and Comparing Malaysian Hotel Website Diffusion. , 2012, , 167-178.		3
34	Helpful Reviewers in TripAdvisor, an Online Travel Community. Journal of Travel and Tourism Marketing, 2011, 28, 675-688.	3.1	238
35	Leapfrogging and Internet Implementation by Tourism Organizations. Information Technology and Tourism, 2011, 13, 177-189.	3.4	7
36	Student Perceptions and Adoption of University Smart Card Systems. International Journal of Technology and Human Interaction, 2011, 7, 1-15.	0.3	5

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37	Chapter 20 The Hajj. Bridging Tourism Theory and Practice, 2010, , 321-330.	0.3	1
38	Playing the infinite game: marketing in the post-industrial economy. Journal of Customer Behavior, 2010, 9, 345-355.	0.0	5
39	Chapter 18 Arabian sights. Bridging Tourism Theory and Practice, 2010, , 287-302.	0.3	0
40	The underlying social identities of a nation's brand. International Marketing Review, 2010, 27, 450-465.	2.2	21
41	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
42	Website and email adoption by Malaysian hotels. International Journal of Hospitality Management, 2010, 29, 194-196.	5.3	22
43	Shared Arabian Muslim Travel Photos. , 2010, , 543-554.		2
44	Hotel Domain Name Adoption and Implementation. , 2010, , 1-12.		2
45	An Investigation of Leapfrogging and Web 2.0 Implementation. , 2010, , 441-453.		5
46	Arabian Photos: Investigating User-Generated Content. , 2010, , 591-602.		0
47	The Google Online Marketing Challenge: Fostering Student Learning of Search Advertising. Journal of Advertising Education, 2009, 13, 38-43.	0.3	12
48	The Google Online Marketing Challenge: Hands on Teaching and Learning. Journal of Hospitality and Tourism Education, 2009, 21, 44-47.	2.5	3
49	The interactions of consumption characteristics on social norms. Journal of Consumer Marketing, 2009, 26, 277-285.	1.2	35
50	Consumer web page search, clicking behavior and reaction time. Journal of Research in Interactive Marketing, 2009, 3, 88-96.	0.4	13
51	How information foraging styles relate to tourism demographics and behaviours. Journal of Vacation Marketing, 2009, 15, 299-309.	2.5	7
52	The Components and Impact of Sponsored Search. Computer, 2009, 42, 98-101.	1.2	17
53	RIGOR IN TOURISM RESEARCHFormative and Reflective Constructs. Annals of Tourism Research, 2009, 36, 730-734.	3.7	15
54	The moderating influence of hedonic consumption in an extended theory of planned behaviour. Service Industries Journal, 2009, 29, 539-555.	5.0	36

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55	Website adoption and sales performance in Valais' hospitality industry. Technovation, 2009, 29, 625-631.	4.2	53
56	Journal Quality: A Google Scholar Analysis. Australasian Marketing Journal, 2009, 17, 150-153.	3.5	22
57	The Google Online Marketing Challenge and Research Opportunities. Journal of Marketing Education, 2009, 31, 76-85.	1.6	17
58	Google scholar visibility and tourism journals. Annals of Tourism Research, 2008, 35, 1078-1082.	3.7	16
59	The Moderating Influence of Enjoyment on Customer Loyalty. Australasian Marketing Journal, 2008, 16, 11-21.	3.5	27
60	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
61	Hotel Yield Management Practices Across Multiple Electronic Distribution Channels. Information Technology and Tourism, 2008, 10, 161-172.	3.4	28
62	MySpace, My Friends, My Customers. , 2008, , 94-105.		10
63	Evolving Internet Use by Malaysian Hotels. , 2008, , 303-312.		1
64	A qualitative study of Chinese wine consumption and purchasing. International Journal of Wine Business Research, 2007, 19, 98-113.	1.0	117
65	Exploring Email Service Quality (EMSQ) Factors. , 2007, , 425-434.		1
66	An investigation of global versus local online branding. International Marketing Review, 2007, 24, 297-312.	2.2	35
67	Quality clusters: Dimensions of email responses by luxury hotels. International Journal of Hospitality Management, 2007, 26, 743-747.	5.3	14
68	A Review of Hospitality Website Design Frameworks. , 2007, , 219-230.		30
69	Take Me Back: Validating the Wayback Machine as a Measure of Website Evolution. , 2007, , 435-446.		5
70	Islam and Online Imagery on Malaysian Tourist Destination Websites. Journal of Computer-Mediated Communication, 2007, 12, 1082-1102.	1.7	73
71	Take Me Back: Validating the Wayback Machine. Journal of Computer-Mediated Communication, 2007, 13, 60-75.	1.7	55
72	Branding on the web: Evolving domain name usage among Malaysian hotels. Tourism Management, 2007, 28, 621-624.	5.8	52

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73	Internet Use by Hospitality SMEs in Alpine Destinations. , 2007, , 469-480.		8
74	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
75	John ('Jack') Bresnan, 1927–2006. Bulletin of Indonesian Economic Studies, 2006, 42, 173-176.	0.7	0
76	Testing Position Effects and Copy to Increase Web Page Visits. Information Technology and Tourism, 2006, 8, 3-13.	3.4	8
77	Primacy and Recency Effects on Clicking Behavior. Journal of Computer-Mediated Communication, 2006, 11, 522-535.	1.7	108
78	A Theoretical Framework of Factors Relating to Internet Adoption Stages by Malaysian Hotels. , 2006, , 196-208.		6
79	Comparing the Diffusion of Online Service Recovery in Small and Large Organizations. Journal of Marketing Communications, 2006, 12, 165-181.	2.7	19
80	AN INVESTIGATION OF CONSISTENT RATES ACROSS SWISS HOTELS' DIRECT CHANNELS. Information Technology and Tourism, 2006, 8, 105-119.	3.4	14
81	Investigating the Evolution of Hotel Internet Adoption. Information Technology and Tourism, 2006, 8, 161-177.	3.4	38
82	Diffusion and success factors of mobile marketing. Electronic Commerce Research and Applications, 2005, 4, 159-173.	2.5	351
83	Investigating Domain Name Diffusion across Swiss Accommodation Enterprises. , 2005, , 360-370.		5
84	Using Log File Analysis and Website Assessment to Improve Hospitality Websites. , 2005, , 566-576.		8
85	Competitive Analyses for Marketing Electronic Wine Tourism. International Journal of Wine Business Research, 2005, 17, 39-54.	0.5	21
86	An Investigation of Satisfaction and Loyalty in the Virtual Hospitality Environment. , 2005, , 452-462.		3
87	Using Server Log Files and Online Experiments to Enhance Internet Marketing. , 2005, , 226-249.		10
88	Research on information technology in the hospitality industry. International Journal of Hospitality Management, 2004, 23, 473-484.	5.3	137
89	Internet Adoption by Swiss Hotels: The Dynamics of Domain Name Registration. , 2004, , 479-488.		3
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	Journey to nowhere? E-mail customer service by travel agents in Singapore. Tourism Management, 2003, 24, 543-550.	5.8	61
92	Swiss Hotels' Web-site and E-mail Management. The Cornell Hotel and Restaurant Administration Quarterly, 2003, 44, 71-87.	1.1	65
93	E-Mail Customer Service by Australian Educational Institutions. Australasian Marketing Journal, 2003, 11, 56-69.	3.5	9
94	An exploratory study of marketing international education online. International Journal of Educational Management, 2003, 17, 116-125.	0.9	62
95	The Use of Domain Names in e-branding by the World's Top Brands. Electronic Markets, 2003, 13, 222-232.	4.4	33
96	Cultural Dimensions of Website Design and Content. Prometheus, 2003, 21, 74-84.	0.2	40
97	E‑mail customer service in the Tunisian hotel industry. Tourism Review, 2003, 58, 18-26.	3.8	8
98	FIVE-STAR TREATMENT? E-MAIL CUSTOMER SERVICE BY INTERNATIONAL LUXURY HOTELS. Information Technology and Tourism, 2003, 6, 99-112.	3.4	23
99	E-Mail Customer Service in the Swiss Hotel Industry. Tourism and Hospitality Research, 2003, 4, 197-212.	2.4	22
100	USING LOG FILES TO EVALUATE AND IMPROVE COURSE WEBSITES. Information Technology in Hospitality, 2003, 3, 39-57.	0.5	0
101	Investigating the adoption of electronic customer service by Australian businesses. Managing Service Quality, 2003, 13, 492-503.	2.4	10
102	BENCHMARKS OF WEB SITE DESIGN AND MARKETING BY SWISS HOTELS. Information Technology and Tourism, 2002, 5, 73-89.	3.4	68
103	Permission e-mail marketing: as a means of targeted promotion. The Cornell Hotel and Restaurant Administration Quarterly, 2002, 43, 61-69.	1.1	16
104	Getting permission: Exploring factors affecting permission marketing. Journal of Interactive Marketing, 2002, 16, 28-36.	4.3	88
105	Australian and Taiwanese Advertiser'S Perceptions of Internet Marketing. Australasian Marketing Journal, 2001, 9, 33-45.	3.5	4
106	Further evidence on the existence of housing market bubbles. Journal of Property Research, 2001, 18, 1-19.	1.7	69
107	TEXTBOOK PUBLISHERS IN A NETWORKED WORLD. Information Technology in Hospitality, 2000, 1, 47-50.	0.5	4
108	LUDDITE LEARNING: A CALL FOR LOW-TECH ALTERNATIVES. Information Technology in Hospitality, 2000, 1, 51-54.	0.5	3

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109	Clickable World Wide Web banner ads and content sites. Journal of Interactive Marketing, 2000, 14, 49-59.	4.3	31
110	Server Log Files: A Case Study Of A New Market Research Tool For Entrepreneurs. Small Enterprise Research: the Journal of SEAANZ, 2000, 8, 4-15.	1.1	0
111	Clickable World Wide Web banner ads and content sites. Journal of Interactive Marketing, 2000, 14, 49.	4.3	27
112	Surfers and Searchers. The Cornell Hotel and Restaurant Administration Quarterly, 1999, 40, 84-95.	1.1	18
113	World Wide Web banner advertisement copy testing. European Journal of Marketing, 1998, 32, 703-712.	1.7	62
114	Restaurant marketing on the worldwide web. The Cornell Hotel and Restaurant Administration Quarterly, 1996, 37, 61-71.	1.1	0
115	Hotel Management and Marketing on the Internet. The Cornell Hotel and Restaurant Administration Quarterly, 1996, 37, 70-82.	1.1	119
116	The Google Online Marketing Challenge. Advances in Educational Marketing, Administration, and Leadership Book Series, 0, , 46-65.	0.1	2
117	A Methodology and Investigation of an eLoyalty Metric, Consumer Bookmarking Behavior. Journal of Computer-Mediated Communication, 0, 10, 00-00.	1.7	0
118	The Google Online Marketing Challenge. , 0, , 1289-1308.		0