

Desmond Lam

List of Publications by Year in descending order

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Version: 2024-02-01

31
papers

847
citations

567281

15
h-index

501196

28
g-index

31
all docs

31
docs citations

31
times ranked

780
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | The Effects of Cultural Values in Word-of-Mouth Communication. <i>Journal of International Marketing</i> , 2009, 17, 55-70. | 4.4 | 142 |
| 2 | The role of extraversion and agreeableness traits on Gen Y's attitudes and willingness to pay for green hotels. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 607-623. | 8.0 | 110 |
| 3 | Cultural Influence on Proneness to Brand Loyalty. <i>Journal of International Consumer Marketing</i> , 2007, 19, 7-21. | 3.7 | 79 |
| 4 | An exploratory study of gambling motivations and their impact on the purchase frequencies of various gambling products. <i>Psychology and Marketing</i> , 2007, 24, 815-827. | 8.2 | 64 |
| 5 | The Effects of Locus of Control on Word-of-Mouth Communication. <i>Journal of Marketing Communications</i> , 2005, 11, 215-228. | 4.0 | 53 |
| 6 | An investigation into gambling purchases using the NBD and NBD's Dirichlet models. <i>Marketing Letters</i> , 2009, 20, 263-276. | 2.9 | 45 |
| 7 | The Influence of Religiosity on Gambling Participation. <i>Journal of Gambling Studies</i> , 2006, 22, 305-320. | 1.6 | 40 |
| 8 | Linking employees' personalities to job loyalty. <i>Annals of Tourism Research</i> , 2012, 39, 2203-2206. | 6.4 | 32 |
| 9 | Understanding the attendance at cultural venues and events with stochastic preference models. <i>Journal of Business Research</i> , 2016, 69, 3538-3544. | 10.2 | 28 |
| 10 | The Stochastic Nature of Purchasing a State's Lottery Products. <i>Australasian Marketing Journal</i> , 2004, 12, 56-69. | 5.4 | 27 |
| 11 | Role of Internal Marketing on Employees' Perceived Job Performance in an Asian Integrated Resort. <i>Journal of Hospitality Marketing and Management</i> , 2016, 25, 589-612. | 8.2 | 22 |
| 12 | Residents' Perceptions of the Role of Leisure Satisfaction and Quality of Life in Overall Tourism Development: Case of a Fast-Growing Tourism Destination – Macao. <i>Asia Pacific Journal of Tourism Research</i> , 2016, 21, 1100-1113. | 3.7 | 19 |
| 13 | DO HAPPY TOURISTS SPREAD MORE WORD-OF-MOUTH? THE MEDIATING ROLE OF LIFE SATISFACTION. <i>Annals of Tourism Research</i> , 2013, 43, 646-650. | 6.4 | 18 |
| 14 | Uncovering the service profit chain in the casino industry. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 2826-2846. | 8.0 | 18 |
| 15 | Gamble more than you want?. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 557-574. | 8.0 | 18 |
| 16 | The effect of prior outcomes on gender risk-taking differences. <i>Journal of Risk Research</i> , 2013, 16, 791-802. | 2.6 | 17 |
| 17 | An Examination of Factors Driving Chinese Gamblers' Fallacy Bias. <i>Journal of Gambling Studies</i> , 2014, 30, 757-770. | 1.6 | 17 |
| 18 | Segmenting Chinese Gamblers Based on Gambling Forms: A Latent Class Analysis. <i>Journal of Gambling Studies</i> , 2020, 36, 141-159. | 1.6 | 16 |

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 19 | Gamblers' habit. <i>Journal of Business Research</i> , 2013, 66, 1605-1611. | 10.2 | 11 |
| 20 | Duplication of Purchase Law in the gaming entertainment industry—A transnational investigation. <i>International Journal of Hospitality Management</i> , 2013, 33, 203-207. | 8.8 | 10 |
| 21 | <sc>CEOs</sc>' marital status and corporate innovation. <i>Journal of Product Innovation Management</i> , 2022, 39, 686-716. | 9.5 | 9 |
| 22 | The influence of individualism and uncertainty avoidance on per capita gambling turnover. <i>International Gambling Studies</i> , 2010, 10, 221-238. | 2.1 | 8 |
| 23 | Gender Differences in Risk Aversion Among Chinese University Students. <i>Journal of Gambling Studies</i> , 2015, 31, 1405-1415. | 1.6 | 8 |
| 24 | Comparing the price of sin: Abnormal returns of cross-listed casino gaming stocks in the Hong Kong and US markets. <i>International Journal of Hospitality Management</i> , 2015, 45, 73-76. | 8.8 | 8 |
| 25 | An Exploratory Study of the Relationship Between Digit Ratio, Illusion of Control, and Risk-Taking Behavior Among Chinese College Students. <i>Journal of Gambling Studies</i> , 2015, 31, 1377-1385. | 1.6 | 7 |
| 26 | An investigation into the link between service quality dimensionality and positive word-of-mouth intention in Mainland China. <i>Journal of Marketing Communications</i> , 2016, 22, 513-523. | 4.0 | 6 |
| 27 | The Portrayal of Gambling and Cognitive Biases in Chinese Gambling-Themed Movies. <i>International Journal of Mental Health and Addiction</i> , 2016, 14, 200-216. | 7.4 | 6 |
| 28 | Build It and They Will Come? The Impact of Servicescape on Chinese Millennials' Satisfaction and Behavioral Intentions toward Integrated Resorts. <i>International Journal of Hospitality and Tourism Administration</i> , 2022, 23, 576-598. | 2.5 | 6 |
| 29 | Controllable superstition and its relationship with enduring and behavioural involvement in gambling. <i>International Gambling Studies</i> , 2018, 18, 92-110. | 2.1 | 2 |
| 30 | Predictability in Pathological Gambling? Applying the Duplication of Purchase Law to the Understanding of Cross-Purchases Between Regular and Pathological Gamblers. <i>Journal of Gambling Studies</i> , 2017, 33, 539-553. | 1.6 | 1 |
| 31 | Exploring the Relationship Between Body Mass Index, Obesity, and Gambling Level Across Different Gambling Types. <i>Journal of Gambling Issues</i> , 2017, , . | 0.3 | 0 |