

Philippa Ward

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4775858/publications.pdf>

Version: 2024-02-01

16
papers

583
citations

933447

10
h-index

940533

16
g-index

16
all docs

16
docs citations

16
times ranked

391
citing authors

#	ARTICLE	IF	CITATIONS
1	Visual merchandising and the creation of discernible retail brands. <i>International Journal of Retail and Distribution Management</i> , 2003, 31, 143-152.	4.7	121
2	Adoption of internet banking services in China: is it all about trust?. <i>International Journal of Bank Marketing</i> , 2010, 28, 7-26.	6.4	106
3	Perceived risk and Chinese consumers' internet banking services adoption. <i>International Journal of Bank Marketing</i> , 2008, 26, 505-525.	6.4	95
4	The Sweet Smell of Success: Olfaction in Retailing. <i>Journal of Marketing Management</i> , 2003, 19, 611-627.	2.3	63
5	Olfaction and the retail environment: examining the influence of ambient scent. <i>Service Business</i> , 2007, 1, 295-316.	4.2	45
6	Deshopping – the art of illicit consumption. <i>International Journal of Retail and Distribution Management</i> , 1999, 27, 290-301.	4.7	40
7	WebDigital: A Web-based hybrid intelligent knowledge automation system for developing digital marketing strategies. <i>Expert Systems With Applications</i> , 2011, 38, 10606-10613.	7.6	31
8	Exploring the connections between visual merchandising and retail branding. <i>International Journal of Retail and Distribution Management</i> , 2005, 33, 505-513.	4.7	28
9	Understanding the accessibility of retail mobile banking during the COVID-19 pandemic. <i>International Journal of Retail and Distribution Management</i> , 2022, 50, 860-879.	4.7	14
10	“She knows what she wants” – towards a female consumption risk-reducing strategy framework. <i>Marketing Intelligence and Planning</i> , 1998, 16, 327-336.	3.5	11
11	A dramaturgical analysis of the service encounter in higher education. <i>Journal of Marketing Management</i> , 2008, 24, 47-68.	2.3	11
12	Christmas Gift Search Behaviors. <i>Journal of International Consumer Marketing</i> , 2003, 15, 7-42.	3.7	5
13	Space allocation in UK grocery retailing. <i>British Food Journal</i> , 2000, 102, 406-419.	2.9	4
14	The diffusion of interactive technology at the customer interface. <i>International Journal of Services, Technology and Management</i> , 2000, 1, 58.	0.1	3
15	A Patulous Progress: International Entrepreneurship Effects on Chinese Born-Global Firm Performance. <i>Sustainability</i> , 2020, 12, 5508.	3.2	3
16	The Effects of French Organisational Relationships on Telework Job Roles: An Exploratory Role Set Analysis. <i>Organizational Cultures</i> , 2015, 15, 1-13.	0.2	3