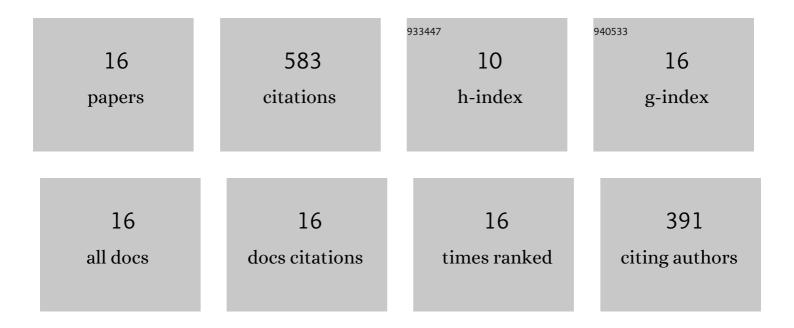
Philippa Ward

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4775858/publications.pdf Version: 2024-02-01



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