

Jonathan Deacon

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4875748/publications.pdf>

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5
papers

120
citations

2258059

3
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

79
citing authors

#	ARTICLE	IF	CITATIONS
1	“Foreign brands of course!” An ethnographic study exploring COO image perceptions and its influence on the preference of foreign clothing brands. <i>Journal of Global Fashion Marketing</i> , 2021, 12, 274-290.	3.7	5
2	Can trust be restored to high-street banking: A 20-year challenge?. <i>Cogent Business and Management</i> , 2017, 4, 1366284.	2.9	2
3	Anatomy of competitive advantage: towards a contingency theory of entrepreneurial marketing. <i>Journal of Strategic Marketing</i> , 2016, 24, 5-19.	5.5	94
4	A longitudinal reflection of blended/reflexive enterprise and entrepreneurial education. <i>Reflective Practice</i> , 2011, 12, 599-613.	1.4	16
5	Entrepreneurs and Marketing: A New Look at Linguistic Interpretations. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2007, 9, 24-39.	1.2	3