

Albert Caruana

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

95
papers

3,611
citations

30
h-index

59
g-index

113
ext. papers

4,000
ext. citations

3.1
avg, IF

5.71
L-index

#	Paper	IF	Citations
95	Service loyalty. <i>European Journal of Marketing</i> , 2002 , 36, 811-828	4.4	760
94	Service quality and satisfaction [the moderating role of value. <i>European Journal of Marketing</i> , 2000 , 34, 1338-1353	4.4	310
93	Market orientation and business performance: some European evidence. <i>International Marketing Review</i> , 1996 , 13, 5-18	4.4	244
92	How corporate reputation, quality, and value influence online loyalty. <i>Journal of Business Research</i> , 2010 , 63, 1103-1110	8.7	169
91	Children's perception of their influence over purchases: the role of parental communication patterns. <i>Journal of Consumer Marketing</i> , 2003 , 20, 55-66	2	127
90	Corporate reputation: concept and measurement. <i>Journal of Product and Brand Management</i> , 1997 , 6, 109-118	4.3	118
89	The effect of internal marketing on organisational commitment among retail bank managers. <i>International Journal of Bank Marketing</i> , 1998 , 16, 108-116	4	117
88	Assessment of the Three-Column Format SERVQUAL. <i>Journal of Business Research</i> , 2000 , 49, 57-65	8.7	99
87	Measuring Corporate Reputation: A Case Example. <i>Corporate Reputation Review</i> , 2000 , 3, 43-57	1	76
86	Do universities that are more market orientated perform better?. <i>International Journal of Public Sector Management</i> , 1998 , 11, 55-70	1.9	76
85	The effects of dogmatism and social class variables on consumer ethnocentrism in Malta. <i>Marketing Intelligence and Planning</i> , 1996 , 14, 39-44	3.2	75
84	Practitioner and Customer Views of Advertising Creativity: Same Concept, Different Meaning?. <i>Journal of Advertising</i> , 2008 , 37, 35-46	4.4	74
83	The role of corporate social responsibility, perceived quality and corporate reputation on purchase intention: Implications for brand management. <i>Journal of Brand Management</i> , 2012 , 20, 65-76	3.3	71
82	Effects of some Environmental Challenges and Centralization on the Entrepreneurial Orientation and Performance of Public Sector Entities. <i>Service Industries Journal</i> , 2002 , 22, 43-58	5.7	68
81	The impact of switching costs on customer loyalty: A study among corporate customers of mobile telephony. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2003 , 12, 256-268		64
80	Excellence-Market Orientation Link: Some Consequences for Service Firms. <i>Journal of Business Research</i> , 1999 , 44, 5-15	8.7	59
79	Market Orientation and Performance in the Public Sector. <i>Journal of Global Marketing</i> , 1999 , 12, 59-79	2.4	59

78	An internal marketing approach to public sector management. <i>International Journal of Public Sector Management</i> , 1999 , 12, 17-29	1.9	55
77	The Market Orientation-Performance Link: Some Evidence from the Public Sector and Universities. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1998 , 6, 63-82	1	53
76	Measuring customer attractiveness. <i>Industrial Marketing Management</i> , 2012 , 41, 1241-1248	6.9	52
75	INTQUAL - an internal measure of service quality and the link between service quality and business performance. <i>European Journal of Marketing</i> , 1997 , 31, 604-616	4.4	52
74	The effect of anomie on academic dishonesty among university students. <i>International Journal of Educational Management</i> , 2000 , 14, 23-30	0.9	50
73	Corporate reputation and shareholders' intentions: An attitudinal perspective. <i>Journal of Brand Management</i> , 2006 , 13, 429-440	3.3	46
72	Market orientation and organizational commitment in the Australian public sector. <i>International Journal of Public Sector Management</i> , 1997 , 10, 294-303	1.9	41
71	The Effect of Perceived Value and Overall Satisfaction on Loyalty: A Study among Dental Patients. <i>Journal of Medical Marketing</i> , 2005 , 5, 245-255		34
70	Anomia and deviant behaviour in marketing: some preliminary evidence. <i>Journal of Managerial Psychology</i> , 2001 , 16, 322-338	3.3	34
69	The effect of market orientation on new product performance: a study among Singaporean firms. <i>Journal of Product and Brand Management</i> , 2002 , 11, 399-409	4.3	33
68	The Effect of Internal Marketing on Organizational Commitment in Iranian Banks. <i>American Journal of Applied Sciences</i> , 2008 , 5, 1480-1486	0.8	33
67	Encouraging CRM systems usage: a study among bank managers. <i>Management Research Review</i> , 2012 , 35, 121-133	2.8	31
66	Global alliance networks: A comparison of biotech SMEs in Sweden and Australia. <i>Industrial Marketing Management</i> , 2006 , 35, 600-610	6.9	30
65	Knowledge effects on the exploratory acquisition of wine. <i>International Journal of Wine Business Research</i> , 2015 , 27, 84-102	1.6	27
64	Perceived agency politics and conflicts of interest as potential barriers to IMC orientation. <i>Journal of Marketing Communications</i> , 2000 , 6, 107-119	2.2	27
63	How readable are mission statements? An exploratory study. <i>Corporate Communications</i> , 2011 , 16, 282-292		26
62	The psychometric properties of eTail quality. <i>International Marketing Review</i> , 2006 , 23, 353-370	4.4	25
61	The state of theory in three premier advertising journals: a research note. <i>International Journal of Advertising</i> , 2005 , 24, 241-249	3.6	23

60	Does objective and subjective knowledge vary between opinion leaders and opinion seekers? Implications for wine marketing. <i>Journal of Wine Research</i> , 2015 , 26, 304-318	1	22
59	Consumer wine knowledge: components and segments. <i>International Journal of Wine Business Research</i> , 2018 , 30, 277-291	1.6	20
58	The market orientation-performance link: the role of service reliability. <i>Service Industries Journal</i> , 2003 , 23, 25-41	5.7	19
57	Learner Satisfaction in Marketing Simulation Games: Antecedents and Influencers. <i>Journal of Marketing Education</i> , 2016 , 38, 107-118	2.1	18
56	Corporate sustainability in action. <i>Service Industries Journal</i> , 2014 , 34, 584-603	5.7	17
55	Marketing Within the Public Sector. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2000 , 8, 3-15	1	14
54	Corporate reputation and perceived risk in professional engineering services. <i>Corporate Communications</i> , 1999 , 4, 121-128	1.4	14
53	What Makes Win, Place, or Show?. <i>Journal of Advertising Research</i> , 2013 , 53, 324-338	2.1	13
52	An assessment of the dimensions and the stability of items in the MARKOR scale. <i>Marketing Intelligence and Planning</i> , 1999 , 17, 248-253	3.2	13
51	Are There Excellent Service Firms, and Do They Perform Well?. <i>Service Industries Journal</i> , 1995 , 15, 243-256	5.7	13
50	Organizational commitment and users' perception of ease of use: a study among bank managers. <i>Journal of Management Development</i> , 2013 , 32, 351-362	1.5	12
49	Online Communication of Brand Personality. <i>Journal of General Management</i> , 2009 , 35, 47-64	1.3	12
48	To dub or not to dub: Language adaptation of global television advertisements for a bilingual community. <i>Journal of Brand Management</i> , 2005 , 12, 236-249	3.3	12
47	On the cross-national generalisability and equivalence of advertising response scales developed in the USA. <i>International Journal of Advertising</i> , 2002 , 21, 323-343	3.6	11
46	Positioning narratives of wine tourism websites: a lexical analysis across two different regions. <i>Journal of Wine Research</i> , 2018 , 29, 49-63	1	10
45	Psychometric Properties of the Schlinger Viewer Response Profile (VRP): Evidence from a Large Sample. <i>Journal of Advertising</i> , 2007 , 36, 101-114	4.4	9
44	Wine and satisfaction with fine dining restaurants: an analysis of tourist experiences from user generated content on TripAdvisor. <i>Journal of Wine Research</i> , 2020 , 31, 85-100	1	8
43	Anomia and fraudulent behavior by retail customers:. <i>Journal of Retailing and Consumer Services</i> , 2001 , 8, 181-187	8.5	8

42	Do consumers of FMCGs seek brands with congruent personalities?. <i>Journal of Brand Management</i> , 2014 , 21, 485-494	3.3	7
41	The effect of behavioural activation and inhibition on CRM adoption. <i>International Journal of Bank Marketing</i> , 2012 , 30, 43-59	4	7
40	The Dark Side of Globalization and Liberalization: Helplessness, Alienation and Ethnocentrism Among Small Business Owners and Managers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2002 , 9, 63-74	1	7
39	Expectations About Management Consultancy Services: Testing the Assumption of Equivalence Across Australian and Singaporean Firms. <i>Services Marketing Quarterly</i> , 1999 , 18, 1-10		7
38	Some Consequences of Guanxi. <i>Journal of International Consumer Marketing</i> , 2000 , 12, 75-89	2.1	6
37	Communicating with the Cohort. <i>Journal of International Consumer Marketing</i> , 1999 , 11, 41-53	2.1	6
36	Corporate greed: its effect on customer satisfaction, corporate social responsibility and corporate reputation among bank customers. <i>Journal of Financial Services Marketing</i> , 2018 , 23, 226-233	2.8	6
35	The Effect of Service Quality and Consumer Trust on Retail Website Loyalty. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 76-76	0.1	5
34	Perceived performance, equity sensitivity and organisational commitment among bank managers. <i>Journal of Financial Services Marketing</i> , 2012 , 17, 5-18	2.8	5
33	Differentiation and silver medal winner effects. <i>European Journal of Marketing</i> , 2009 , 43, 1365-1377	4.4	5
32	Psychometric properties of the Brand Personality Scale: evidence from a business school. <i>Psychological Reports</i> , 2007 , 100, 789-94	1.6	5
31	The formation of a High price [high quality]inferential belief: a study among young buyers of mobile phones and note books. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2005 , 17, 50-60	3.2	5
30	Propositions and a Model: Do Excellent Market Oriented Firms Who Deliver Quality Service Perform Better?. <i>Management Research Review</i> , 1995 , 18, 9-23		5
29	Choosing among alternative new product development projects: The role of heuristics. <i>Psychology and Marketing</i> , 2020 , 37, 1511-1524	3.9	5
28	Psychometric properties of the feedback orientation scale among South African salespersons. <i>Psychological Reports</i> , 2014 , 114, 126-33	1.6	4
27	Right first time in service:a checklist of best practice and the link to performance. <i>Journal of Services Marketing</i> , 1997 , 11, 366-374	4	4
26	Innovation performance: The effect of knowledge-based dynamic capabilities in cross-country innovation ecosystems. <i>International Business Review</i> , 2021 , 101866	6.2	4
25	Excellence, Market Orientation, Some Aspects of Service Quality and Their Effect on Performance in Service Companies Propositions and a Model. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 317-318	0.1	3

24	The Effect of Anomia on Ethnocentric Tendencies: A Study Among Small Businesses in Two Island Microstates. <i>Journal of Euromarketing</i> , 2005 , 14, 77-93		3
23	Fun and fair, and I don't care: The role of enjoyment, fairness and subjective norms on online gambling intentions. <i>Journal of Retailing and Consumer Services</i> , 2018 , 44, 91-99	8.5	3
22	Corporate Reputation, Customer Satisfaction, & Customer Loyalty: What is the Relationship?. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 301-301	0.1	2
21	Elements of a talent strategy for effective relationship building: A study among bank sales and service providers. <i>Journal of Financial Services Marketing</i> , 2014 , 19, 118-131	2.8	2
20	The Attitude Towards Advertising by Medical Practitioners and the General Public: Some Evidence from Malta. <i>Management Research Review</i> , 1997 , 20, 39-47		2
19	The relationship between adult playfulness and viewers' response to advert execution: an initial exploration. <i>Management Research Review</i> , 2004 , 27, 61-76		2
18	Steps in forecasting with seasonal regression: a case study from the carbonated soft drink market. <i>Journal of Product and Brand Management</i> , 2001 , 10, 94-102	4.3	2
17	Effects of Economic Recession on Export Activity. <i>Journal of Global Marketing</i> , 2000 , 13, 93-106	2.4	2
16	Start-up Success in a Small Island State: A Study among Entrepreneurs in Malta. <i>Island Studies Journal</i> , 2008 , 3, 73-96	2	2
15	Facts or story? The impact of website content on narrative believability and purchase intention. <i>Journal of Marketing Communications</i> , 1-20	2.2	2
14	Fair and easy: the effect of perceived fairness, effort expectancy and user experience on online slot machine gambling intention. <i>International Gambling Studies</i> , 2019 , 19, 183-199	1.8	2
13	Positioning of wine tourism websites across different country winescapes. <i>International Journal of Wine Business Research</i> , 2018 , 30, 394-409	1.6	2
12	The impact of country connectedness and cultural values on the equity of a country's workforce. <i>Cross Cultural Management</i> , 2015 , 22, 2-20		1
11	An Assessment of the Dimensions and the Stability of Items in the Markor Scale. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 229-229	0.1	1
10	The Role of Government in Promoting Exports During an Economic Recession. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2000 , 7, 51-61	1	1
9	Diversification Strategies for the Service Sector. <i>Services Marketing Quarterly</i> , 1993 , 9, 59-68		1
8	An attitudinal measure of corporate reputation 2008 , 197-210		1
7	Using an aesthetics and ontology framework to investigate consumers' attitudes toward luxury wine brands as a product category. <i>International Journal of Wine Business Research</i> , 2016 , 28, 154-169	1.6	1

6	Perspective-taking and cooperation in customer-supplier relationships. <i>Journal of Business and Industrial Marketing</i> , 2021 , 36, 1103-1115	3	0
5	Attracting international student applications to a university website: The role of story-based content and gender in improving stickiness. <i>Journal of Marketing for Higher Education</i> , 1-18	1.1	0
4	Market Orientation and Performance: The Australian Public Sector Experience. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 589-596	0.1	
3	Corporate Reputation, Service Quality and Attitude toward Price: The Case of an Energy Utility. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 420-425	0.1	
2	Towards the development of a scalar equivalent etc. <i>Advances in International Marketing</i> , 25-41		
1	An International Collaborative Masters Degree in Integrated Marketing Communications. <i>Advances in Educational Marketing, Administration, and Leadership Book Series</i> , 118-134	0.1	