

Wymer Ww Jr

List of Publications by Year in descending order

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Version: 2024-02-01

70
papers

2,376
citations

218381

26
h-index

223531

46
g-index

73
all docs

73
docs citations

73
times ranked

1637
citing authors

#	ARTICLE	IF	CITATIONS
1	IT-based services and service quality in consumer banking. <i>Journal of Service Management</i> , 2002, 13, 69-90.	2.2	278
2	Developing more effective social marketing strategies. <i>Journal of Social Marketing</i> , 2011, 1, 17-31.	1.3	183
3	Dimensions of Business and Nonprofit Collaborative Relationships. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2003, 11, 3-22.	0.9	151
4	A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price. <i>Journal of Retailing and Consumer Services</i> , 2016, 32, 189-197.	5.3	133
5	The effect of fit and dominance in cause marketing communications. <i>Journal of Business Research</i> , 2009, 62, 432-440.	5.8	121
6	Using social marketing to enhance hotel reuse programs. <i>Journal of Business Research</i> , 2010, 63, 166-172.	5.8	81
7	Rethinking the boundaries of social marketing: Activism or advertising?. <i>Journal of Business Research</i> , 2010, 63, 99-103.	5.8	77
8	Refining the conceptualization of Brand Authenticity. <i>Journal of Brand Management</i> , 2017, 24, 14-32.	2.0	63
9	Volunteer Service as Symbolic Consumption: Gender and Occupational Differences in Volunteering. <i>Journal of Marketing Management</i> , 2002, 18, 971-989.	1.2	58
10	The impact of brand strength on satisfaction, loyalty and WOM: An empirical examination in the higher education sector. <i>Journal of Brand Management</i> , 2015, 22, 117-135.	2.0	58
11	Stand-Alone Ethics, Social Responsibility, and Sustainability Course Requirements. <i>Journal of Marketing Education</i> , 2010, 32, 5-12.	1.6	57
12	The Limitations and Potentialities of Green Marketing. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2015, 27, 239-262.	0.9	56
13	Segmenting Volunteers Using Values, Self-Esteem, Empathy, and Facilitation as Determinant Variables. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1997, 5, 3-28.	0.9	47
14	The influence of cause marketing associations on product and cause brand value. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2009, 14, 1-20.	0.5	47
15	Determinants of Volunteerism:. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1997, 4, 3-26.	0.9	43
16	The Implications of Sex Differences on Volunteer Preferences. <i>Voluntas</i> , 2011, 22, 831-851.	1.1	40
17	Enhancing hotel brand performance through fostering brand relationship orientation in the minds of consumers. <i>Tourism Management</i> , 2018, 66, 72-84.	5.8	40
18	Conceptual Foundations and Practical Guidelines for Recruiting Volunteers to Serve in Local Nonprofit Organizations: Part I. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001, 9, 63-96.	0.9	38

#	ARTICLE	IF	CITATIONS
19	Cause marketing communications. <i>European Journal of Marketing</i> , 2014, 48, 1333-1353.	1.7	38
20	Youth development volunteers: Their motives, how they differ from other volunteers and correlates of involvement intensity. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 1998, 3, 321-336.	0.5	36
21	Bequest motives and barriers to giving: The case of direct mail donors. <i>Nonprofit Management and Leadership</i> , 2006, 17, 49-66.	1.7	36
22	Conceptual Foundations and Practical Guidelines for Retaining Volunteers Who Serve in Local Nonprofit Organizations: Part II. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001, 9, 97-118.	0.9	34
23	Sensation Seekers as a Target Market for Volunteer Tourism. <i>Services Marketing Quarterly</i> , 2010, 31, 348-362.	0.7	32
24	Demographics, Personality Traits, Roles, Motivations, and Attrition Rates of Hospice Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2000, 7, 61-76.	0.9	30
25	Physicians' Perceptions and Uses of Commercial Drug Information Sources. <i>Health Marketing Quarterly</i> , 2001, 19, 91-106.	0.6	30
26	Charity Appeals Using Celebrity Endorsers: Celebrity Attributes Most Predictive of Audience Donation Intentions. <i>Voluntas</i> , 2015, 26, 2694-2717.	1.1	30
27	Attitudes towards cause-related marketing: determinants of satisfaction and loyalty. <i>International Review on Public and Nonprofit Marketing</i> , 2013, 10, 253-269.	1.3	28
28	The Conceptualization of Nonprofit Marketing Orientation: A Critical Reflection and Contributions Toward Closing the Practiceâ€“Theory Gap. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2015, 27, 117-134.	0.9	28
29	Deconstructing the brand nomological network. <i>International Review on Public and Nonprofit Marketing</i> , 2013, 10, 1-12.	1.3	26
30	The influence of university brand image, satisfaction, and university identification on alumni WOM intentions. <i>Journal of Marketing for Higher Education</i> , 2023, 33, 1-19.	2.3	25
31	Nonprofit Brand Strength: What Is It? How Is It Measured? What Are Its Outcomes?. <i>Voluntas</i> , 2016, 27, 1448-1471.	1.1	24
32	Understanding Volunteer Markets: The Case of Senior Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1999, 6, 1-23.	0.9	23
33	Nonprofit-Business Alliance Model: Formation and Outcomes. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001, 9, 45-61.	0.9	23
34	Inclusion of ethics, social responsibility, and sustainability in business school curricula: a benchmark study. <i>International Review on Public and Nonprofit Marketing</i> , 2017, 14, 19-34.	1.3	23
35	Supporter Loyalty. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2016, 45, 172-191.	1.3	22
36	Marketing Bequest Club Membership: An Exploratory Study of Legacy Pledgers. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2006, 35, 384-404.	1.3	21

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37	Scale development research in nonprofit management & marketing: a content analysis and recommendation for best practices. <i>International Review on Public and Nonprofit Marketing</i> , 2013, 10, 65-86.	1.3	17
38	Linking prestige perception with consumption experience, loyalty, and WOM. <i>Marketing Intelligence and Planning</i> , 2016, 34, 540-558.	2.1	17
39	Nonprofit Education: Course Offerings and Perceptions in Accredited U.S. Business Schools. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2011, 23, 1-19.	0.9	16
40	Gender differences in social support in the decision to volunteer. <i>International Review on Public and Nonprofit Marketing</i> , 2012, 9, 19-26.	1.3	15
41	Brand Authenticity's Influence on Charity Support Intentions. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2019, 31, 507-527.	0.9	15
42	Sensation seekers and civic participation: exploring the influence of sensation seeking and gender on intention to lead and volunteer. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2008, 13, 287-300.	0.5	14
43	The Influence of Marketing Scholarship's Legacy on Nonprofit Marketing. <i>International Journal of Financial Studies</i> , 2013, 1, 102-118.	1.1	14
44	The antecedents of charity trust and its influence on charity supportive behavior. <i>Journal of Philanthropy and Marketing</i> , 2021, 26, e1690.	0.6	14
45	Charity advertising: A literature review and research agenda. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2023, 28, e1723.	0.5	13
46	Hospital Volunteers as Customers: Understanding Their Motives, How They Differ from Other Volunteers, and Correlates of Volunteer Intensity. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1999, 6, 51-76.	0.9	12
47	Consumer Perceptions of Prescription Drug Websites: A Pilot Study. <i>Health Marketing Quarterly</i> , 2010, 27, 173-194.	0.6	12
48	Using Social Marketing Strategies to Reform Social Policy: A Lesson from British History. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2004, 12, 149-158.	0.9	11
49	Brand authenticity, its conceptualization, and its relevance to nonprofit marketing. <i>International Review on Public and Nonprofit Marketing</i> , 2017, 14, 359-374.	1.3	11
50	Effects of Corporate Support of a Charity on Public Perceptions of the Charity. <i>Voluntas</i> , 2014, 25, 1388-1416.	1.1	9
51	Special issue on corporate philanthropy. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2006, 11, 1-2.	0.5	8
52	A taxonomy of prestige-seeking university students: strategic insights for higher education. <i>Journal of Strategic Marketing</i> , 2018, 26, 140-155.	3.7	8
53	The effects of brand identity on brand performance in the service sector. <i>Journal of Strategic Marketing</i> , 2019, 27, 651-665.	3.7	8
54	Strategic Marketing of Church Volunteers. <i>Journal of Ministry Marketing & Management</i> , 1998, 4, 1-11.	0.1	8

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55	Segmenting Subgroups of Volunteers for Target Marketing: Differentiating Traditional Hospice Volunteers from Other Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1999, 6, 25-50.	0.9	7
56	Major Reasearch Studies: An Annotated Bibliography of Marketing to Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1999, 6, 107-164.	0.9	7
57	Formulating Effective Social Marketing and Public Health Communication Strategies. <i>Applying Quality of Life Research</i> , 2015, , 3-31.	0.3	7
58	Exploring brand strength's nomological net and its dimensional dynamics. <i>Journal of Retailing and Consumer Services</i> , 2019, 49, 11-22.	5.3	7
59	Addressing complex social problems with a multi-environmental stakeholder coalition. <i>International Review on Public and Nonprofit Marketing</i> , 2021, 18, 403-418.	1.3	7
60	Marketing Inclusion in the Curricula of U. S. Nonprofit Management Programs. <i>Journal of Public Affairs Education</i> , 2009, 15, 185-202.	0.9	6
61	Social marketing strategy and industry involvement. <i>Journal of Social Marketing</i> , 2017, 7, 297-304.	1.3	6
62	Church Volunteers. <i>Journal of Ministry Marketing & Management</i> , 1997, 3, 61-70.	0.1	5
63	A review of scale development practices in nonprofit management and marketing. <i>Economics and Sociology</i> , 2012, 5, 143-151.	0.8	5
64	Financial Planners and Philanthropic Planning. <i>Voluntas</i> , 2012, 23, 350-370.	1.1	4
65	Nonprofit marketing research: developing ideas for new studies. <i>SN Business & Economics</i> , 2021, 1, 1.	0.6	4
66	Improving the quality of empirical nonprofit research: the focal constructs and their measures. <i>International Review on Public and Nonprofit Marketing</i> , 2017, 14, 137-148.	1.3	3
67	Implications of sexual dimorphism on volunteer recruitment and retention. , 2007, , 373-385.		3
68	Marketing Management in Nonprofit Organizations: A Customer Analysis of Church Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1997, 5, 69-90.	0.9	2
69	"The Influence of University Brand Strength on Student Satisfaction, Loyalty, and Word-of-Mouth". <i>Proceedings - Academy of Management</i> , 2015, 2015, 12920.	0.0	1
70	Santos Motors. <i>Classroom Companion: Business</i> , 2021, , 293-300.	4.6	0