

Charles Blankson

List of Publications by Year in Descending Order

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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.

50
papers

1,188
citations

20
h-index

34
g-index

51
ext. papers

1,349
ext. citations

3
avg, IF

4.62
L-index

#	Paper	IF	Citations
50	The value of visual quality and service quality to augmented reality enabled mobile shopping experience. <i>Quality Management Journal</i> , 2021 , 28, 116-127	2.3	1
49	Operations-oriented strategies and patient satisfaction: the mediating effect of service experience. <i>International Journal of Quality and Service Sciences</i> , 2021 , 13, 395-416	1.9	0
48	Toward a conceptual framework explaining the strategic factors responsible for mobile product innovation success in an emerging African market. <i>Thunderbird International Business Review</i> , 2021 , 63, 303-317	1.9	2
47	Understanding Rural Micro and Small Business Marketing Practices in Ghana. <i>Advances in Theory and Practice of Emerging Markets</i> , 2021 , 141-156	0.3	1
46	Sub-Saharan African cultural belief system and entrepreneurial activities: A Ghanaian perspective. <i>Africa Journal of Management</i> , 2020 , 6, 67-84	1.2	2
45	A review and evaluation of market orientation research in an emerging African economy. <i>Journal of Strategic Marketing</i> , 2020 , 28, 565-582	2.7	2
44	Positioning strategies of foreign and indigenous firms in an African cultural milieu. <i>Journal of Business Research</i> , 2020 , 119, 627-638	8.7	1
43	Market orientation and poverty reduction: A study of rural microentrepreneurs in Ghana. <i>Africa Journal of Management</i> , 2019 , 5, 332-357	1.2	4
42	Corporate social responsibility in emerging economies: Investigating firm behavior in the Indian context. <i>Thunderbird International Business Review</i> , 2019 , 61, 267-276	1.9	4
41	Positioning strategies and congruence in the positioning of high-end indigenous and foreign retailers in sub-Saharan Africa: An illustration from Ghana. <i>Thunderbird International Business Review</i> , 2018 , 60, 535-548	1.9	3
40	Marketing Practices of Rural Micro and Small Businesses in Ghana: The Role of Public Policy. <i>Journal of Macromarketing</i> , 2018 , 38, 29-56	1.9	20
39	Strategic prescriptive theories in the business context of an emerging economy. <i>Journal of Strategic Marketing</i> , 2018 , 26, 373-384	2.7	4
38	Managing Culture and Money: Some Critical Issues Facing African Management and Managers. <i>Africa Journal of Management</i> , 2018 , 4, 33-56	1.2	3
37	The role of positioning in the retail banking industry of Sub-Saharan Africa. <i>International Journal of Bank Marketing</i> , 2017 , 35, 685-713	4	6
36	Microfinance Intervention in Poverty Reduction: A Study of Women Farmer-Entrepreneurs in Rural Ghana. <i>Journal of African Business</i> , 2017 , 18, 457-475	1.7	28
35	An Integrated Model of Quality for Mass Services in the Context of the Ghanaian Retail Banking Sector. <i>Thunderbird International Business Review</i> , 2016 , 58, 425-438	1.9	2
34	Toward the development of new product ideas: asymmetric effects of team cohesion on new product ideation. <i>Journal of Business and Industrial Marketing</i> , 2015 , 30, 855-866	3	13

33	The role of E-quality within the consumer decision making process. <i>International Journal of Operations and Production Management</i> , 2014 , 34, 1506-1536	6.8	21
32	Inclusive Economic Development Programs and Consumers' Access to Credit in Emerging Market Economies: The Public Policy Role of Marketing in Rural Bank Programs in Ghana. <i>Journal of Public Policy and Marketing</i> , 2013 , 32, 59-69	3.8	26
31	A review of the relationships and impact of market orientation and market positioning on organisational performance. <i>Journal of Strategic Marketing</i> , 2013 , 21, 499-512	2.7	27
30	The effect of service quality and satisfaction on destination attractiveness of sub-Saharan African countries: the case of Ghana. <i>Current Issues in Tourism</i> , 2013 , 16, 627-646	5.8	17
29	An Investigation of Match-Up Effects: Influential Sources of Fit and the Generative Role of Imagination. <i>Journal of Current Issues and Research in Advertising</i> , 2013 , 34, 151-165	1.5	1
28	Culture and International Marketing: A Sub-Saharan African Context. <i>Journal of Global Marketing</i> , 2013 , 26, 188-202	2.4	29
27	Business to business governance structure and marketing strategy. <i>Industrial Marketing Management</i> , 2012 , 41, 908-918	6.9	15
26	Impact of positioning strategies on service firm performance. <i>Journal of Business Research</i> , 2012 , 65, 311-316	8.7	24
25	West African Immigrants' Perceptions of Advertising in General and Impact on Buying Decisions. <i>Journal of International Consumer Marketing</i> , 2012 , 24, 168-185	2.1	3
24	Hope and Fear in an Advertisement Context: Understanding How Hope Undoes Fear. <i>Journal of Current Issues and Research in Advertising</i> , 2012 , 33, 79-93	1.5	3
23	The Role of National Culture on Relationships Between Customers' Perception of Quality, Values, Satisfaction, and Behavioral Intentions. <i>Quality Management Journal</i> , 2012 , 19, 7-23	2.3	13
22	A longitudinal examination of positioning strategies in a liberalized developing African economy: The case of Ghana. <i>Thunderbird International Business Review</i> , 2011 , 53, 51-67	1.9	9
21	Cross-functional integration as a knowledge transformation mechanism: Implications for new product development. <i>Industrial Marketing Management</i> , 2010 , 39, 650-660	6.9	77
20	Toward an integrated framework for online consumer behavior and decision making process: A review. <i>Psychology and Marketing</i> , 2010 , 27, 94-116	3.9	162
19	The Development of a Scale Measuring Consumers' Selection of Retail Banks in Ghana. <i>Journal of African Business</i> , 2009 , 10, 182-202	1.7	14
18	Consumer attitudes and interactive digital advertising. <i>International Journal of Advertising</i> , 2009 , 28, 501-525	3.6	84
17	Retail bank selection in developed and developing countries: A cross-national study of students' bank-selection criteria. <i>Thunderbird International Business Review</i> , 2009 , 51, 183-198	1.9	29
16	African culture and business markets: implications for marketing practices. <i>Journal of Business and Industrial Marketing</i> , 2008 , 23, 374-383	3	43

15	Impact of Positioning Strategies on Corporate Performance. <i>Journal of Advertising Research</i> , 2008 , 48, 106-122	2.1	24
14	Congruence between Positioning and Brand Advertising. <i>Journal of Advertising Research</i> , 2007 , 47, 79-94	2.1	20
13	Positioning strategies of international and multicultural-oriented service brands. <i>Journal of Services Marketing</i> , 2007 , 21, 435-450	4	31
12	Testing a Newly Developed Typology of Positioning Strategies in South Africa. <i>Journal of African Business</i> , 2007 , 8, 67-97	1.7	8
11	Determinants of banks selection in USA, Taiwan and Ghana. <i>International Journal of Bank Marketing</i> , 2007 , 25, 469-489	4	48
10	Understanding the patterns of market orientation among small businesses. <i>Marketing Intelligence and Planning</i> , 2006 , 24, 572-590	3.2	71
9	A Stage Model of International Brand Development: The perspectives of manufacturers from two newly industrialized economies South Korea and Taiwan. <i>Industrial Marketing Management</i> , 2005 , 34, 504-514	6.9	42
8	The Development and Validation of a Scale Measuring Consumer/Customer-Derived Generic Typology of Positioning Strategies. <i>Journal of Marketing Management</i> , 2004 , 20, 5-43	3.2	81
7	An Investigation of Ghana's Tourism Positioning. <i>Journal of African Business</i> , 2004 , 5, 113-136	1.7	8
6	Food Shopping Behavior Among Ethnic and Non-Ethnic Communities in Britain. <i>Journal of Food Products Marketing</i> , 2004 , 10, 39-57	2.4	17
5	Positioning strategies and incidence of congruence of two UK store card brands. <i>Journal of Product and Brand Management</i> , 2004 , 13, 315-328	4.3	11
4	Positioning strategies in business markets. <i>Journal of Business and Industrial Marketing</i> , 2000 , 15, 416-433	3	94
3	Issues of creative communication tactics and positioning strategies in the UK plastic card services industry. <i>Journal of Marketing Communications</i> , 1999 , 5, 55-70	2.2	5
2	Business strategy, organizational culture, and market orientation. <i>Thunderbird International Business Review</i> , 1998 , 40, 235-256	1.9	34
1	The Relationship between CSR and CBBE in Sub-Saharan Africa: The Moderating Role of Customer Perceived Value. <i>Journal of African Business</i> , 1-21	1.7	1