

Byron M Sharp

List of Publications by Year in descending order

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Version: 2024-02-01

61
papers

2,351
citations

279798

23
h-index

214800

47
g-index

61
all docs

61
docs citations

61
times ranked

1304
citing authors

#	ARTICLE	IF	CITATIONS
1	Loyalty programs and their impact on repeat-purchase loyalty patterns. International Journal of Research in Marketing, 1997, 14, 473-486.	4.2	552
2	Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication. Journal of Business Research, 2000, 48, 5-15.	10.2	343
3	Conceptualizing and measuring brand salience. Marketing Theory, 2004, 4, 327-342.	3.1	130
4	Purchase Loyalty is Polarised into Either <i>Repertoire</i> or <i>Subscription</i> Patterns. Australasian Marketing Journal, 2002, 10, 7-20.	5.4	108
5	What is Differentiation and How Does it Work ?. Journal of Marketing Management, 2001, 17, 739-759.	2.3	88
6	What's Not to "Like"? Journal of Advertising Research, 2012, 52, 262-269.	2.1	85
7	Measuring brand perceptions: Testing quantity and quality. Journal of Targeting, Measurement and Analysis for Marketing, 2003, 11, 218-229.	0.4	84
8	Market statistics for the Dirichlet model: Using the Juster scale to replace panel data. International Journal of Research in Marketing, 2002, 19, 81-90.	4.2	68
9	Evidence concerning the Importance of Perceived Brand Differentiation. Australasian Marketing Journal, 2007, 15, 42-54.	5.4	62
10	It's a Dirichlet World. Journal of Advertising Research, 2012, 52, 203-213.	2.1	62
11	Managing brand extension. Journal of Consumer Marketing, 1993, 10, 11-17.	2.3	46
12	Brand Equity and Market-Based Assets of Professional Service Firms. Services Marketing Quarterly, 1996, 13, 3-13.	0.1	45
13	How to grow a brand: Retain or acquire customers?. Journal of Business Research, 2014, 67, 990-997.	10.2	39
14	Creative That Sells: How Advertising Execution Affects Sales. Journal of Advertising, 2016, 45, 102-112.	6.6	37
15	Brand and Advertising Awareness: A Replication and Extension of a Known Empirical Generalisation. Australasian Marketing Journal, 2004, 12, 70-80.	5.4	36
16	Advertising Empirical Generalizations: Implications for Research and Action. Journal of Advertising Research, 2009, 49, 246-252.	2.1	34
17	Are Australasian brands different?. Journal of Product and Brand Management, 1998, 7, 465-480.	4.3	30
18	Decision models or descriptive models?. International Journal of Research in Marketing, 2000, 17, 147-158.	4.2	30

#	ARTICLE	IF	CITATIONS
19	Television: Back to the Future. <i>Journal of Advertising Research</i> , 2009, 49, 211-219.	2.1	30
20	Brand Salience and Customer Defection in Subscription Markets. <i>Journal of Marketing Management</i> , 2003, 19, 25-44.	2.3	29
21	Is Once Really Enough? Making Generalizations about Advertising's Convex Sales Response Function. <i>Journal of Advertising Research</i> , 2009, 49, 198-200.	2.1	28
22	Competition for memory retrieval between private label and national brands. <i>Journal of Business Research</i> , 2010, 63, 1142-1147.	10.2	28
23	Using Known Patterns in Image Data to Determine Brand Positioning. <i>International Journal of Market Research</i> , 2000, 42, 1-10.	3.8	24
24	Consideration sets for financial services brands. <i>Journal of Financial Services Marketing</i> , 2009, 14, 190-202.	3.4	23
25	More Mutter About Clutter. <i>Journal of Advertising Research</i> , 2013, 53, 186-191.	2.1	21
26	Competitive Marketing Strategy: Porter Revisited. <i>Marketing Intelligence and Planning</i> , 1991, 9, 4-10.	3.5	20
27	Can a brand outperform competitors on cross-category loyalty? An examination of cross-selling metrics in two financial services markets. <i>Journal of Consumer Marketing</i> , 2006, 23, 465-469.	2.3	20
28	A better understanding of the structure of a wine market using the attribute of variety. <i>International Journal of Business and Globalisation</i> , 2012, 8, 66.	0.2	16
29	Marketing Orientation: More than Just Customer Focus. <i>International Marketing Review</i> , 1991, 8, .	3.6	15
30	The Total Long-Term Sales Effects of Advertising: Lessons from Single Source. <i>Journal of Advertising Research</i> , 2009, 49, 207-210.	2.1	15
31	Do Growing Brands win Younger Consumers?. <i>International Journal of Market Research</i> , 2010, 52, 433-441.	3.8	15
32	Probabilistic Segmentation Modelling. <i>International Journal of Market Research</i> , 1997, 39, 1-15.	0.6	14
33	Behavioral versus Demographic Predictors of Early Adoption: A Critical Analysis and Comparative Test. <i>Journal of Marketing Theory and Practice</i> , 2003, 11, 84-95.	4.3	14
34	Advertising Budgeting: A Reinvestigation of the Evidence on Brand Size and Spend. <i>Journal of Advertising</i> , 2016, 45, 139-146.	6.6	14
35	Viva La Revolution! for Evidence-Based Marketing We Strive. <i>Australasian Marketing Journal</i> , 2017, 25, 341-346.	5.4	12
36	Buying Brands at Both Regular Price and on Promotion over Time. <i>Australasian Marketing Journal</i> , 2017, 25, 252-260.	5.4	11

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37	Forecasting advertising and media effects on sales: Econometrics and alternatives. International Journal of Market Research, 2018, 60, 611-620.	3.8	11
38	Does Double Jeopardy Apply Using Average Spend per Buyer as the Loyalty Metric?. Australasian Marketing Journal, 2017, 25, 261-268.	5.4	10
39	Psychological targeting. Proceedings of the National Academy of Sciences of the United States of America, 2018, 115, E7890.	7.1	10
40	A classification of brand equity research endeavours. Journal of Brand Management, 1998, 5, 415-429.	3.5	8
41	Expanding Marketing Empirical Generalisations to Health Behaviours: Physical Activity is Not so Different from Buying Behaviour, after-All. Australasian Marketing Journal, 2017, 25, 317-325.	5.4	8
42	The Marketing Value of Brand Extension. Marketing Intelligence and Planning, 1991, 9, 9-13.	3.5	7
43	Marketers' Intuitions about the Sales Effectiveness of Advertisements. Journal of Marketing Behavior, 2016, 2, 177-194.	0.4	7
44	Analysing how physical activity competes: a cross-disciplinary application of the Duplication of Behaviour Law. International Journal of Behavioral Nutrition and Physical Activity, 2019, 16, 123.	4.6	7
45	The unbearable lightness of buying. Journal of Marketing Management, 2022, 38, 683-708.	2.3	7
46	Generalisability of advertising persuasion principles. European Journal of Marketing, 2016, 50, 301-305.	2.9	6
47	When Brands Go Dark. Journal of Advertising Research, 2021, 61, 247-259.	2.1	6
48	How loyalty extends across product categories. Journal of Consumer Behaviour, 2022, 21, 153-163.	4.2	6
49	Today's Advertising Laws: Will They Survive the Digital Revolution?. Journal of Advertising Research, 2009, 49, 120-126.	2.1	5
50	Measuring advertising's effect on mental availability. International Journal of Market Research, 2021, 63, 665-681.	3.8	5
51	Brand Salience and Customer Defection in Subscription Markets. Journal of Marketing Management, 2003, 19, 25-44.	2.3	5
52	Empirical Generalizations: New Laws for Digital Marketing. Journal of Advertising Research, 2013, 53, 175-180.	2.1	4
53	Business orientations and corporate success: a correspondence analysis of Wong and Saunders' findings. Journal of Strategic Marketing, 1995, 3, 205-214.	5.5	3
54	Extending validity testing of the Persuasion Principles Index. European Journal of Marketing, 2020, 54, 2245-2255.	2.9	2

#	ARTICLE	IF	CITATIONS
55	Ageism Kills Brands. Australasian Marketing Journal, 2022, 30, 364-370.	5.4	2
56	Behaviours versus Demographics as Identifiers of CHAID Splits. Journal of Segmentation in Marketing, 1998, 2, 111-129.	0.2	1
57	Ehrenberg's View of Advertising. Journal of Advertising Research, 2010, 50, 352-353.	2.1	1
58	Television advertising television: measuring the ability of television promos to deliver ratings for new programs using single-source data. International Journal of Advertising, 2018, 37, 463-481.	6.7	1
59	Extended conditional trend analysis: Predicting triple period buyer flows with a triâ€variate <sc>NBD</sc> model. Journal of Consumer Behaviour, 2022, 21, 92-101.	4.2	1
60	Net audiences: a comparison of the Sainsbury Normal Method and the Sainsbury Weighted Method. Journal of Marketing Management, 2020, 36, 1591-1610.	2.3	0
61	Putting Correspondence Analysis to use with Categorical Data in Market Research. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 354-363.	0.2	0