

# Byron M Sharp

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5369335/publications.pdf>

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	Ageism Kills Brands. Australasian Marketing Journal, 2022, 30, 364-370.	5.4	2
2	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
3	How loyalty extends across product categories. Journal of Consumer Behaviour, 2022, 21, 153-163.	4.2	6
4	The unbearable lightness of buying. Journal of Marketing Management, 2022, 38, 683-708.	2.3	7
5	Measuring advertisingâ€™s effect on mental availability. International Journal of Market Research, 2021, 63, 665-681.	3.8	5
6	When Brands Go Dark. Journal of Advertising Research, 2021, 61, 247-259.	2.1	6
7	Extending validity testing of the Persuasion Principles Index. European Journal of Marketing, 2020, 54, 2245-2255.	2.9	2
8	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
9	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
10	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
11	Psychological targeting. Proceedings of the National Academy of Sciences of the United States of America, 2018, 115, E7890.	7.1	10
12	Forecasting advertising and media effects on sales: Econometrics and alternatives. International Journal of Market Research, 2018, 60, 611-620.	3.8	11
13	Does Double Jeopardy Apply Using Average Spend per Buyer as the Loyalty Metric?. Australasian Marketing Journal, 2017, 25, 261-268.	5.4	10
14	Buying Brands at Both Regular Price and on Promotion over Time. Australasian Marketing Journal, 2017, 25, 252-260.	5.4	11
15	Viva La Revolution! for Evidence-Based Marketing We Strive. Australasian Marketing Journal, 2017, 25, 341-346.	5.4	12
16	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
17	Marketers' Intuitions about the Sales Effectiveness of Advertisements. Journal of Marketing Behavior, 2016, 2, 177-194.	0.4	7
18	Advertising Budgeting: A Reinvestigation of the Evidence on Brand Size and Spend. Journal of Advertising, 2016, 45, 139-146.	6.6	14

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19	Generalisability of advertising persuasion principles. <i>European Journal of Marketing</i> , 2016, 50, 301-305.	2.9	6
20	Creative That Sells: How Advertising Execution Affects Sales. <i>Journal of Advertising</i> , 2016, 45, 102-112.	6.6	37
21	Putting Correspondence Analysis to use with Categorical Data in Market Research. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 354-363.	0.2	0
22	How to grow a brand: Retain or acquire customers?. <i>Journal of Business Research</i> , 2014, 67, 990-997.	10.2	39
23	More Mutter About Clutter. <i>Journal of Advertising Research</i> , 2013, 53, 186-191.	2.1	21
24	Empirical Generalizations: New Laws for Digital Marketing. <i>Journal of Advertising Research</i> , 2013, 53, 175-180.	2.1	4
25	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
26	What's Not to "Like"? <i>Journal of Advertising Research</i> , 2012, 52, 262-269.	2.1	85
27	It's a Dirichlet World. <i>Journal of Advertising Research</i> , 2012, 52, 203-213.	2.1	62
28	Do Growing Brands win Younger Consumers?. <i>International Journal of Market Research</i> , 2010, 52, 433-441.	3.8	15
29	Ehrenberg's View of Advertising. <i>Journal of Advertising Research</i> , 2010, 50, 352-353.	2.1	1
30	Competition for memory retrieval between private label and national brands. <i>Journal of Business Research</i> , 2010, 63, 1142-1147.	10.2	28
31	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
32	Advertising Empirical Generalizations: Implications for Research and Action. <i>Journal of Advertising Research</i> , 2009, 49, 246-252.	2.1	34
33	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
34	Television: Back to the Future. <i>Journal of Advertising Research</i> , 2009, 49, 211-219.	2.1	30
35	Today's Advertising Laws: Will They Survive the Digital Revolution?. <i>Journal of Advertising Research</i> , 2009, 49, 120-126.	2.1	5
36	Consideration sets for financial services brands. <i>Journal of Financial Services Marketing</i> , 2009, 14, 190-202.	3.4	23

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37	Evidence concerning the Importance of Perceived Brand Differentiation. Australasian Marketing Journal, 2007, 15, 42-54.	5.4	62
38	Can a brand outperform competitors on cross-category loyalty? An examination of cross-selling metrics in two financial services markets. Journal of Consumer Marketing, 2006, 23, 465-469.	2.3	20
39	Conceptualizing and measuring brand salience. Marketing Theory, 2004, 4, 327-342.	3.1	130
40	Brand and Advertising Awareness: A Replication and Extension of a Known Empirical Generalisation. Australasian Marketing Journal, 2004, 12, 70-80.	5.4	36
41	Brand Salience and Customer Defection in Subscription Markets. Journal of Marketing Management, 2003, 19, 25-44.	2.3	29
42	Measuring brand perceptions: Testing quantity and quality. Journal of Targeting, Measurement and Analysis for Marketing, 2003, 11, 218-229.	0.4	84
43	Behavioral versus Demographic Predictors of Early Adoption: A Critical Analysis and Comparative Test. Journal of Marketing Theory and Practice, 2003, 11, 84-95.	4.3	14
44	Brand Salience and Customer Defection in Subscription Markets. Journal of Marketing Management, 2003, 19, 25-44.	2.3	5
45	Purchase Loyalty is Polarised into Either <i>Repertoire</i> or <i>Subscription</i> Patterns. Australasian Marketing Journal, 2002, 10, 7-20.	5.4	108
46	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
47	What is Differentiation and How Does it Work ?. Journal of Marketing Management, 2001, 17, 739-759.	2.3	88
48	Using Known Patterns in Image Data to Determine Brand Positioning. International Journal of Market Research, 2000, 42, 1-10.	3.8	24
49	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
50	Decision models or descriptive models?. International Journal of Research in Marketing, 2000, 17, 147-158.	4.2	30
51	Are Australasian brands different?. Journal of Product and Brand Management, 1998, 7, 465-480.	4.3	30
52	Behaviours versus Demographics as Identifiers of CHAID Splits. Journal of Segmentation in Marketing, 1998, 2, 111-129.	0.2	1
53	A classification of brand equity research endeavours. Journal of Brand Management, 1998, 5, 415-429.	3.5	8
54	Loyalty programs and their impact on repeat-purchase loyalty patterns. International Journal of Research in Marketing, 1997, 14, 473-486.	4.2	552

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55	Probabilistic Segmentation Modelling. International Journal of Market Research, 1997, 39, 1-15.	0.6	14
56	Brand Equity and Market-Based Assets of Professional Service Firms. Services Marketing Quarterly, 1996, 13, 3-13.	0.1	45
57	Business orientations and corporate success: a correspondence analysis of Wong and Saunders' findings. Journal of Strategic Marketing, 1995, 3, 205-214.	5.5	3
58	Managing brand extension. Journal of Consumer Marketing, 1993, 10, 11-17.	2.3	46
59	The Marketing Value of Brand Extension. Marketing Intelligence and Planning, 1991, 9, 9-13.	3.5	7
60	Marketing Orientation: More than Just Customer Focus. International Marketing Review, 1991, 8, .	3.6	15
61	Competitive Marketing Strategy: Porter Revisited. Marketing Intelligence and Planning, 1991, 9, 4-10.	3.5	20