

Sarah Tanford

List of Publications by Year in descending order

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Version: 2024-02-01

47
papers

1,602
citations

304701
22
h-index

315719
38
g-index

47
all docs

47
docs citations

47
times ranked

1137
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effect of Priming and Customer Reviews on Sustainable Travel Behaviors. Journal of Travel Research, 2021, 60, 86-101.	9.0	13
2	Hotel review framing and the "law of small numbers". Journal of Consumer Behaviour, 2021, 20, 501-511.	4.2	4
3	The windfall gain effect: Using a surprise discount to stimulate add-on purchases. International Journal of Hospitality Management, 2021, 95, 102918.	8.8	18
4	Family versus couples: How travel goal influences evaluations of bundled travel packages. Journal of Vacation Marketing, 2020, 26, 3-17.	4.3	11
5	Priming social media and framing cause-related marketing to promote sustainable hotel choice. Journal of Sustainable Tourism, 2020, 28, 1762-1781.	9.2	60
6	Influence of scarcity on travel decisions and cognitive dissonance. Asia Pacific Journal of Tourism Research, 2020, 25, 721-735.	3.7	22
7	Risk versus Reward: When Will Travelers Go the Distance?. Journal of Travel Research, 2019, 58, 745-759.	9.0	19
8	The Influence of Pricing Strategies on Willingness to Pay for Accommodations: Anchoring, Framing, and Metric Compatibility. Journal of Travel Research, 2019, 58, 932-944.	9.0	26
9	Measuring social influence from online traveler reviews. Journal of Hospitality and Tourism Insights, 2019, 3, 54-72.	3.4	16
10	Seeking reward or avoiding risk from restaurant reviews: does distance matter?. International Journal of Contemporary Hospitality Management, 2019, 31, 4482-4499.	8.0	7
11	Simultaneous effects of multiple cues in restaurant reviews. Journal of Services Marketing, 2019, 33, 521-531.	3.0	13
12	Building loyalty through reward programs: The influence of perceptions of fairness and brand attachment. International Journal of Hospitality Management, 2019, 76, 19-28.	8.8	92
13	Online Traveler Reviews as Social Influence: Price Is No Longer King. Journal of Hospitality and Tourism Research, 2018, 42, 445-475.	2.9	64
14	The influence of scarcity cues and price bundling on menu item selection. Journal of Foodservice Business Research, 2018, 21, 420-439.	2.3	9
15	Customer reviews are not always informative: The impact of effortful versus heuristic processing. Journal of Retailing and Consumer Services, 2018, 41, 272-280.	9.4	20
16	Measuring Perceptions of Fairness of Loyalty Program Members. Journal of Hospitality Marketing and Management, 2018, 27, 346-365.	8.2	12
17	Evaluation of Reward Programs Based on Member Preferences and Perceptions of Fairness. Journal of Hospitality Marketing and Management, 2018, 27, 106-126.	8.2	7
18	A comparison of planners' site-selection intentions towards a sustainability reward program, location, and overall costs. Journal of Convention and Event Tourism, 2018, 19, 286-312.	3.0	5

#	ARTICLE	IF	CITATIONS
19	The effect of availability heuristics in online consumer reviews. <i>Journal of Consumer Behaviour</i> , 2018, 17, 449-460.	4.2	48
20	Casino Loyalty: The Influence of Loyalty Program, Switching Costs, and Trust. <i>Journal of Hospitality and Tourism Research</i> , 2017, 41, 846-868.	2.9	50
21	Style before substance? Building loyalty through marketing communication congruity. <i>European Journal of Marketing</i> , 2017, 51, 1332-1352.	2.9	19
22	Segmenting customers by participation. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 1468-1485.	8.0	16
23	Antecedents and Outcomes of Hospitality Loyalty. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 122-137.	3.8	72
24	Back to the future: progress and trends in hotel loyalty marketing. <i>International Journal of Contemporary Hospitality Management</i> , 2016, 28, 1937-1967.	8.0	29
25	Improving Casino Performance Through Enhanced Loyalty Programs. <i>Journal of Hospitality Marketing and Management</i> , 2016, 25, 372-394.	8.2	11
26	Whatâ€™s in a Word? Building Program Loyalty through Social Media Communication. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 138-149.	3.8	34
27	Understanding the Impact of Negative and Positive Traveler Reviews. <i>Journal of Travel Research</i> , 2016, 55, 993-1007.	9.0	66
28	What Drives Facebook Fans to â€œLikeâ€•Hotel Pages: A Comparison of Three Competing Models. <i>Journal of Hospitality Marketing and Management</i> , 2016, 25, 314-345.	8.2	26
29	Influential Leadership and Media: How a Single Statement Can Affect an Industry. <i>Journal of Convention and Event Tourism</i> , 2015, 16, 27-44.	3.0	3
30	Antecedents of mandatory customer participation in service encounters: An empirical study. <i>International Journal of Hospitality Management</i> , 2015, 46, 65-75.	8.8	47
31	Segmentation of Reward Program Members to Increase Customer Loyalty: The Role of Attitudes Towards Green Hotel Practices. <i>Journal of Hospitality Marketing and Management</i> , 2015, 24, 314-343.	8.2	30
32	The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions. <i>Journal of Travel Research</i> , 2015, 54, 596-610.	9.0	97
33	Developing Loyalty Programs for Convention Attendees: An Exploratory Study. <i>International Journal of Hospitality and Tourism Administration</i> , 2015, 16, 57-77.	2.5	4
34	Evaluating Loyalty Constructs Among Hotel Reward Program Members Using <sc>e</sc>Wom. <i>Journal of Hospitality and Tourism Research</i> , 2015, 39, 198-224.	2.9	51
35	Conventions and Gaming in Las Vegas: Friends, Enemies, or Strangers?. <i>Journal of Convention and Event Tourism</i> , 2014, 15, 198-219.	3.0	2
36	The impact of tier level on attitudinal and behavioral loyalty of hotel reward program members. <i>International Journal of Hospitality Management</i> , 2013, 34, 285-294.	8.8	91

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37	A Model of Hotel Defection at the Purchasing Stage. Journal of Hospitality Marketing and Management, 2013, 22, 805-831.	8.2	21
38	Applying the Loyalty Matrix to Evaluate Casino Loyalty Programs. Cornell Hospitality Quarterly, 2013, 54, 333-346.	3.8	34
39	How restaurant variety indirectly impacts gaming for different casino worth segments. International Journal of Contemporary Hospitality Management, 2013, 25, 328-345.	8.0	11
40	The Impact of Paid Versus Complimentary Showroom Entertainment on Gaming Volumes. Journal of Hospitality Marketing and Management, 2012, 21, 374-394.	8.2	14
41	Travel Packaging on the Internet. Journal of Travel Research, 2012, 51, 68-80.	9.0	64
42	The indirect gaming contributions of cash and comped casino dining: Does providing complimentary meals pay off at the slots?. International Journal of Hospitality Management, 2012, 31, 1303-1310.	8.8	14
43	Determinants of customer loyalty and purchasing behavior for full-service and limited-service hotels. International Journal of Hospitality Management, 2012, 31, 319-328.	8.8	132
44	Factors that Influence Attendance, Satisfaction, and Loyalty for Conventions. Journal of Convention and Event Tourism, 2012, 13, 290-318.	3.0	55
45	The Influence of Reward Program Membership and Commitment on Hotel Loyalty. Journal of Hospitality and Tourism Research, 2011, 35, 279-307.	2.9	86
46	The indirect impact of casual dining on low-end gaming in destination and local casinos. International Journal of Hospitality Management, 2011, 30, 486-494.	8.8	33
47	Price Transparency of Bundled Vacation Packages. Journal of Hospitality and Tourism Research, 2011, 35, 213-234.	2.9	24