

# Sarah Tanford

## List of Publications by Year in descending order

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Version: 2024-02-01

47  
papers

1,602  
citations

346980

22  
h-index

355658

38  
g-index

47  
all docs

47  
docs citations

47  
times ranked

1284  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effect of Priming and Customer Reviews on Sustainable Travel Behaviors. <i>Journal of Travel Research</i> , 2021, 60, 86-101.	5.8	13
2	Hotel review framing and the "law of small numbers". <i>Journal of Consumer Behaviour</i> , 2021, 20, 501-511.	2.6	4
3	The windfall gain effect: Using a surprise discount to stimulate add-on purchases. <i>International Journal of Hospitality Management</i> , 2021, 95, 102918.	5.3	18
4	Family versus couples: How travel goal influences evaluations of bundled travel packages. <i>Journal of Vacation Marketing</i> , 2020, 26, 3-17.	2.5	11
5	Priming social media and framing cause-related marketing to promote sustainable hotel choice. <i>Journal of Sustainable Tourism</i> , 2020, 28, 1762-1781.	5.7	60
6	Influence of scarcity on travel decisions and cognitive dissonance. <i>Asia Pacific Journal of Tourism Research</i> , 2020, 25, 721-735.	1.8	22
7	Risk versus Reward: When Will Travelers Go the Distance?. <i>Journal of Travel Research</i> , 2019, 58, 745-759.	5.8	19
8	The Influence of Pricing Strategies on Willingness to Pay for Accommodations: Anchoring, Framing, and Metric Compatibility. <i>Journal of Travel Research</i> , 2019, 58, 932-944.	5.8	26
9	Measuring social influence from online traveler reviews. <i>Journal of Hospitality and Tourism Insights</i> , 2019, 3, 54-72.	2.2	16
10	Seeking reward or avoiding risk from restaurant reviews: does distance matter?. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 4482-4499.	5.3	7
11	Simultaneous effects of multiple cues in restaurant reviews. <i>Journal of Services Marketing</i> , 2019, 33, 521-531.	1.7	13
12	Building loyalty through reward programs: The influence of perceptions of fairness and brand attachment. <i>International Journal of Hospitality Management</i> , 2019, 76, 19-28.	5.3	92
13	Online Traveler Reviews as Social Influence: Price Is No Longer King. <i>Journal of Hospitality and Tourism Research</i> , 2018, 42, 445-475.	1.8	64
14	The influence of scarcity cues and price bundling on menu item selection. <i>Journal of Foodservice Business Research</i> , 2018, 21, 420-439.	1.3	9
15	Customer reviews are not always informative: The impact of effortful versus heuristic processing. <i>Journal of Retailing and Consumer Services</i> , 2018, 41, 272-280.	5.3	20
16	Measuring Perceptions of Fairness of Loyalty Program Members. <i>Journal of Hospitality Marketing and Management</i> , 2018, 27, 346-365.	5.1	12
17	Evaluation of Reward Programs Based on Member Preferences and Perceptions of Fairness. <i>Journal of Hospitality Marketing and Management</i> , 2018, 27, 106-126.	5.1	7
18	A comparison of planners' site-selection intentions towards a sustainability reward program, location, and overall costs. <i>Journal of Convention and Event Tourism</i> , 2018, 19, 286-312.	1.8	5

#	ARTICLE	IF	CITATIONS
19	The effect of availability heuristics in online consumer reviews. <i>Journal of Consumer Behaviour</i> , 2018, 17, 449-460.	2.6	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.	1.8	50
21	Style before substance? Building loyalty through marketing communication congruity. <i>European Journal of Marketing</i> , 2017, 51, 1332-1352.	1.7	19
22	Segmenting customers by participation. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 1468-1485.	5.3	16
23	Antecedents and Outcomes of Hospitality Loyalty. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 122-137.	2.2	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.	5.3	29
25	Improving Casino Performance Through Enhanced Loyalty Programs. <i>Journal of Hospitality Marketing and Management</i> , 2016, 25, 372-394.	5.1	11
26	Whatâ€™s in a Word? Building Program Loyalty through Social Media Communication. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 138-149.	2.2	34
27	Understanding the Impact of Negative and Positive Traveler Reviews. <i>Journal of Travel Research</i> , 2016, 55, 993-1007.	5.8	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.	5.1	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.	1.8	3
30	Antecedents of mandatory customer participation in service encounters: An empirical study. <i>International Journal of Hospitality Management</i> , 2015, 46, 65-75.	5.3	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.	5.1	30
32	The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions. <i>Journal of Travel Research</i> , 2015, 54, 596-610.	5.8	97
33	Developing Loyalty Programs for Convention Attendees: An Exploratory Study. <i>International Journal of Hospitality and Tourism Administration</i> , 2015, 16, 57-77.	1.7	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.	1.8	51
35	Conventions and Gaming in Las Vegas: Friends, Enemies, or Strangers?. <i>Journal of Convention and Event Tourism</i> , 2014, 15, 198-219.	1.8	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.	5.3	91

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37	A Model of Hotel Defection at the Purchasing Stage. <i>Journal of Hospitality Marketing and Management</i> , 2013, 22, 805-831.	5.1	21
38	Applying the Loyalty Matrix to Evaluate Casino Loyalty Programs. <i>Cornell Hospitality Quarterly</i> , 2013, 54, 333-346.	2.2	34
39	How restaurant variety indirectly impacts gaming for different casino worth segments. <i>International Journal of Contemporary Hospitality Management</i> , 2013, 25, 328-345.	5.3	11
40	The Impact of Paid Versus Complimentary Showroom Entertainment on Gaming Volumes. <i>Journal of Hospitality Marketing and Management</i> , 2012, 21, 374-394.	5.1	14
41	Travel Packaging on the Internet. <i>Journal of Travel Research</i> , 2012, 51, 68-80.	5.8	64
42	The indirect gaming contributions of cash and comped casino dining: Does providing complimentary meals pay off at the slots?. <i>International Journal of Hospitality Management</i> , 2012, 31, 1303-1310.	5.3	14
43	Determinants of customer loyalty and purchasing behavior for full-service and limited-service hotels. <i>International Journal of Hospitality Management</i> , 2012, 31, 319-328.	5.3	132
44	Factors that Influence Attendance, Satisfaction, and Loyalty for Conventions. <i>Journal of Convention and Event Tourism</i> , 2012, 13, 290-318.	1.8	55
45	The Influence of Reward Program Membership and Commitment on Hotel Loyalty. <i>Journal of Hospitality and Tourism Research</i> , 2011, 35, 279-307.	1.8	86
46	The indirect impact of casual dining on low-end gaming in destination and local casinos. <i>International Journal of Hospitality Management</i> , 2011, 30, 486-494.	5.3	33
47	Price Transparency of Bundled Vacation Packages. <i>Journal of Hospitality and Tourism Research</i> , 2011, 35, 213-234.	1.8	24