Margaret Faulkner

List of Publications by Year
in descending order

20 papers	217 citations	1162889 8 h-index	1125617 13 g-index
21 all docs	21 docs citations	21 times ranked	202 citing authors

#	Article	IF	Citations
1	Brand awareness: revisiting an old metric for a new world. Journal of Product and Brand Management, 2017, 26, 469-476.	2.6	35
2	Are two brands better than one? Investigating the effects of co-branding in advertising on audience memory. Marketing Letters, 2018, 29, 37-48.	1.9	28
3	Exploring ways that ePortfolios can support the progressive development of graduate qualities and professional competencies. Higher Education Research and Development, 2013, 32, 871-887.	1.9	21
4	What Can the Brand Manager Expect from Facebook?. Australasian Marketing Journal, 2018, 26, 17-22.	3.5	21
5	New versus Frequent Donors: Exploring the Behaviour of the Most Desirable Donors. Australasian Marketing Journal, 2016, 24, 198-204.	3.5	18
6	The moderating influence of environment factors in an extended community of inquiry model of e-learning. Asia Pacific Journal of Education, 2021, 41, 1-15.	1.2	14
7	When retailers and manufacturers advertise together; examining the effect of co-operative advertising on ad reach and memorability. Journal of Retailing and Consumer Services, 2020, 55, 102080.	5.3	12
8	A New Tool for Pre-testing Direct Mail. International Journal of Market Research, 2008, 50, 469-490.	2.8	10
9	Narrowing the Feedback Gap: Examining Student Engagement with Personalized and Actionable Feedback Messages. Journal of Learning Analytics, 2021, 8, 101-116.	1.8	9
10	Mind the gap: Understanding the gap between intentions and behaviour in the charity context. Journal of Business Research, 2022, 148, 216-224.	5.8	9
11	Are experts better than potential users in predicting the uptake of an innovation? Extending the use of the Juster Scale. Technological Forecasting and Social Change, 2009, 76, 910-916.	6.2	7
12	Does an expanded brand user base of co-branded advertising help ad-memorability?. International Journal of Market Research, 2018, 60, 366-379.	2.8	7
13	The Roles of Extrinsic Factors in a Community of Inquiry Model of E-Learning. E-Learning and Digital Media, 2011, 8, 58-67.	1.5	5
14	Uncovering generalized patterns of brand competition in China. Journal of Product and Brand Management, 2014, 23, 554-571.	2.6	4
15	Barriers to Increasing Donor Support. Nonprofit and Voluntary Sector Quarterly, 2015, 44, 1007-1025.	1.3	4
16	A New Benchmark for Mechanical Avoidance of Radio Advertising. Journal of Advertising Research, 2020, 60, 407-416.	1.0	4
17	Comparing Approaches to Elicit Brand Attributes both Face-to-face and Online. International Journal of Market Research, 2016, 58, 57-78.	2.8	3
18	Supportersâ€™ Perceptions of Benefits Delivered by Different Charity Activities. Journal of Nonprofit and Public Sector Marketing, 2019, 31, 20-41.	0.9	3

#	Article	IF	Citations
19	Embedding E-Portfolios in a Law Program: Lessons from an Australian Law School. SSRN Electronic Journal, 0, , .	0.4	1
20	Predictable Patterns of Prescribing Innovation. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 445-450.	0.1	0