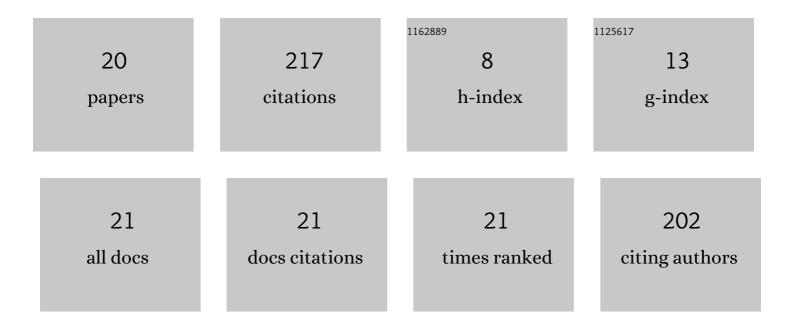
Margaret Faulkner

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5575082/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	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
2	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
3	Narrowing the Feedback Gap: Examining Student Engagement with Personalized and Actionable Feedback Messages. Journal of Learning Analytics, 2021, 8, 101-116.	1.8	9
4	A New Benchmark for Mechanical Avoidance of Radio Advertising. Journal of Advertising Research, 2020, 60, 407-416.	1.0	4
5	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
6	Supporters' Perceptions of Benefits Delivered by Different Charity Activities. Journal of Nonprofit and Public Sector Marketing, 2019, 31, 20-41.	0.9	3
7	What Can the Brand Manager Expect from Facebook?. Australasian Marketing Journal, 2018, 26, 17-22.	3.5	21
8	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
9	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
10	Brand awareness: revisiting an old metric for a new world. Journal of Product and Brand Management, 2017, 26, 469-476.	2.6	35
11	New versus Frequent Donors: Exploring the Behaviour of the Most Desirable Donors. Australasian Marketing Journal, 2016, 24, 198-204.	3.5	18
12	Comparing Approaches to Elicit Brand Attributes both Face-to-face and Online. International Journal of Market Research, 2016, 58, 57-78.	2.8	3
13	Predictable Patterns of Prescribing Innovation. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 445-450.	0.1	0
14	Barriers to Increasing Donor Support. Nonprofit and Voluntary Sector Quarterly, 2015, 44, 1007-1025.	1.3	4
15	Uncovering generalized patterns of brand competition in China. Journal of Product and Brand Management, 2014, 23, 554-571.	2.6	4
16	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
17	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
18	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

#	Article	IF	CITATIONS
19	A New Tool for Pre-testing Direct Mail. International Journal of Market Research, 2008, 50, 469-490.	2.8	10
20	Embedding E-Portfolios in a Law Program: Lessons from an Australian Law School. SSRN Electronic Journal, 0, , .	0.4	1