

Margaret Faulkner

List of Publications by Year in descending order

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Version: 2024-02-01

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 | Mind the gap: Understanding the gap between intentions and behaviour in the charity context. <i>Journal of Business Research</i> , 2022, 148, 216-224. | 5.8 | 9 |
| 2 | The moderating influence of environment factors in an extended community of inquiry model of e-learning. <i>Asia Pacific Journal of Education</i> , 2021, 41, 1-15. | 1.2 | 14 |
| 3 | Narrowing the Feedback Gap: Examining Student Engagement with Personalized and Actionable Feedback Messages. <i>Journal of Learning Analytics</i> , 2021, 8, 101-116. | 1.8 | 9 |
| 4 | A New Benchmark for Mechanical Avoidance of Radio Advertising. <i>Journal of Advertising Research</i> , 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. <i>Journal of Retailing and Consumer Services</i> , 2020, 55, 102080. | 5.3 | 12 |
| 6 | Supportersâ€™ Perceptions of Benefits Delivered by Different Charity Activities. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2019, 31, 20-41. | 0.9 | 3 |
| 7 | What Can the Brand Manager Expect from Facebook?. <i>Australasian Marketing Journal</i> , 2018, 26, 17-22. | 3.5 | 21 |
| 8 | Does an expanded brand user base of co-branded advertising help ad-memorability?. <i>International Journal of Market Research</i> , 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. <i>Marketing Letters</i> , 2018, 29, 37-48. | 1.9 | 28 |
| 10 | Brand awareness: revisiting an old metric for a new world. <i>Journal of Product and Brand Management</i> , 2017, 26, 469-476. | 2.6 | 35 |
| 11 | New versus Frequent Donors: Exploring the Behaviour of the Most Desirable Donors. <i>Australasian Marketing Journal</i> , 2016, 24, 198-204. | 3.5 | 18 |
| 12 | Comparing Approaches to Elicit Brand Attributes both Face-to-face and Online. <i>International Journal of Market Research</i> , 2016, 58, 57-78. | 2.8 | 3 |
| 13 | Predictable Patterns of Prescribing Innovation. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 445-450. | 0.1 | 0 |
| 14 | Barriers to Increasing Donor Support. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2015, 44, 1007-1025. | 1.3 | 4 |
| 15 | Uncovering generalized patterns of brand competition in China. <i>Journal of Product and Brand Management</i> , 2014, 23, 554-571. | 2.6 | 4 |
| 16 | Exploring ways that ePortfolios can support the progressive development of graduate qualities and professional competencies. <i>Higher Education Research and Development</i> , 2013, 32, 871-887. | 1.9 | 21 |
| 17 | The Roles of Extrinsic Factors in a Community of Inquiry Model of E-Learning. <i>E-Learning and Digital Media</i> , 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. <i>Technological Forecasting and Social Change</i> , 2009, 76, 910-916. | 6.2 | 7 |

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