Gary Warnaby

List of Publications by Year
in descending order

58 papers	2,060 citations	257450 24 h-index	254184 43 g-index
59 all docs	59 docs citations	59 times ranked	1287 citing authors

#	Article	IF	Citations
1	What about the 'place' in place marketing?. Marketing Theory, 2013, 13, 345-363.	3.1	162
2	Tourism and Hospitality industry resilience during the Covid-19 pandemic: Evidence from England. Current Issues in Tourism, 2022, 25, 46-59.	7.2	112
3	What's in a Name? Place Branding and Toponymic Commodification. Environment and Planning A, 2014, 46, 153-167.	3.6	101
4	Thinking locally, acting locally? Conscious consumers and farmers' markets. Journal of Marketing Management, 2010, 26, 395-412.	2.3	100
5	The standardization-localization dilemma of brand communications for luxury fashion retailers' internationalization into China. Journal of Business Research, 2016, 69, 357-364.	10.2	94
6	Individual customers' use and integration of resources: Empirical findings and organizational implications in the context of value co-creation. Industrial Marketing Management, 2011, 40, 211-218.	6.7	88
7	Feed People First. Journal of Service Research, 2018, 21, 135-150.	12.2	80
8	Public Relations Practitioner Role Enactment at the Senior Management Level Within U.K. Companies. Journal of Public Relations Research, 2000, 12, 277-307.	2.3	76
9	Service(s) Marketing Research: Developments and Directions. International Journal of Management Reviews, 2014, 16, 150-171.	8.3	73
10	Town centre management in the UK: A review, synthesis and research agenda. International Review of Retail, Distribution and Consumer Research, 1998, 8, 15-31.	2.0	62
11	Understanding stakeholder interactions in urban partnerships. Cities, 2016, 52, 55-65.	5.6	55
12	Urban design and tenant variety influences on consumers' emotions and approach behavior. Journal of Business Research, 2014, 67, 211-217.	10.2	52
13	Marketing UK Towns and Cities as Shopping Destinations. Journal of Marketing Management, 2002, 18, 877-904.	2.3	51
14	Marketing at the public/private sector interface; town centre management schemes in the south of England. Cities, 2002, 19, 317-326.	5.6	48
15	Demarketing places: Rationales and strategies. Journal of Marketing Management, 2010, 27, 124-142.	2.3	48
16	Are we any closer to sustainable development? Listening to active stakeholder discourses of tourism development in the Waterberg Biosphere Reserve, South Africa. Tourism Management, 2017, 61, 234-247.	9.8	47
17	Marketing the 'city of smells'. Marketing Theory, 2016, 16, 153-170.	3.1	44
18	Town centre management by co-operation. Cities, 1999, 16, 315-322.	5.6	41

#	Article	IF	Citations
19	Marketing Town Centres: Retailing and Town Centre Management. Local Economy, 2005, 20, 183-204.	1.4	41
20	Pop-up retailing: Integrating objectives and activity stereotypes. Journal of Global Fashion Marketing, 2015, 6, 303-316.	3.7	39
21	Conceptualizing the management and consumption of live music in urban space. Marketing Theory, 2011, 11, 405-418.	3.1	29
22	How brand interaction in pop-up shops influences consumers' perceptions of luxury fashion retailers. Journal of Fashion Marketing and Management, 2017, 21, 385-399.	2.2	28
23	Look up! Retailing, historic architecture and city centre distinctiveness. Cities, 2009, 26, 287-292.	5.6	27
24	Town centre management schemes in the UK: marketing and performance indicators. International Journal of Nonprofit and Voluntary Sector Marketing, 2004, 9, 309-319.	0.8	24
25	Notions of Materiality and Linearity: The Challenges of Marketing the Hadrian's Wall Place 'Product'. Environment and Planning A, 2010, 42, 1365-1382.	3.6	24
26	Marketplace icons: shopping malls. Consumption Markets and Culture, 2018, 21, 275-282.	2.1	24
27	Consumption *In* and *Of* Space and Place. Marketing Theory, 2018, 18, 149-153.	3.1	24
28	Outdoor advertising in urban context: spatiality, temporality and individuality. Journal of Marketing Management, 2014, 30, 1402-1422.	2.3	23
29	Consumers' emotional responses to the Christmas TV advertising of four retail brands. Journal of Retailing and Consumer Services, 2016, 29, 82-91.	9.4	23
30	Performance Measurement in UK Town Centre Management Schemes and US Business Improvement Districts: Comparisons and UK Implications. Environment and Planning A, 2007, 39, 1513-1528.	3.6	22
31	Reciprocal urban place marketing and co-branding? Retail applications. Place Branding and Public Diplomacy, 2006, 2, 297-310.	0.9	21
32	Theorizing temporary spatial clusters and institutional boundary-work in industrial marketing. Industrial Marketing Management, 2017, 61, 104-113.	6.7	21
33	Improving Customer Orientation Within the Fresh Meat Supply Chain: A Focus on Assurance Schemes. Journal of Marketing Management, 2005, 21, 89-115.	2.3	20
34	Communications strategy? Strategy communication? Integrating different perspectives. Journal of Marketing Communications, 1998, 4, 131-140.	4.0	19
35	Marketing UK cities as shopping destinations: problems and prospects. Journal of Retailing and Consumer Services, 1998, 5, 55-58.	9.4	19
36	A kaleidoscopic view of the territorialized consumption of place. Marketing Theory, 2018, 18, 473-492.	3.1	19

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37	Synchronising retail and space: using urban squares for competitive place differentiation. Consumption Markets and Culture, 2013, 16, 25-44.	2.1	16
38	Business improvement districts in the UK: a review and synthesis. Journal of Place Management and Development, 2019, 13, 73-88.	1.5	14
39	Service-dominant logic: marketing research implications and opportunities. Journal of Customer Behavior, 2010, 9, 253-264.	0.0	13
40	Taking a territorological perspective on place branding?. Cities, 2018, 80, 64-66.	5.6	13
41	Scalar tensions in urban toponymic inscription: the corporate (re)naming of football stadia. Urban Geography, 2019, 40, 784-804.	3.0	11
42	Bridges, place representation and place creation. Area, 2008, 40, 510-519.	1.6	10
43	Managing the Urban Consumption Experience?. Local Economy, 2009, 24, 105-110.	1.4	10
44	Pop-up Retailing. SpringerBriefs in Business, 2018, , .	0.3	10
45	Territorialising brand experience and consumption: Negotiating a role for pop-up retailing. Journal of Consumer Culture, 2021, 21, 359-380.	2.5	10
46	Marketing retail provision in UK towns and cities: Present practice and future prospects. Place Branding and Public Diplomacy, 2006, 2, 195-209.	0.9	7
47	Changing customer behaviour: Changing retailer response? The potential for pop-up retailing. Journal of Customer Behavior, 2019, 18, 7-16.	0.0	7
48	Flags, society and space: Towards a research agenda for vexillgeography. Area, 2019, 51, 689-696.	1.6	6
49	Mutualism as market practice: An examination of market performativity in the context of anarchism and its implications for post-capitalist politics. Marketing Theory, 2020, 20, 229-249.	3.1	5
50	Digital Chorographies: conceptualising experiential representation and marketing of urban/architectural geographies. Architectural Research Quarterly, 2015, 19, 183-192.	0.1	4
51	Pop-up retailing objectives and activities: A retrospective commentary. Journal of Global Fashion Marketing, 2019, 10, 275-285.	3.7	4
52	â€˜To us itâ€™s still Boundary Parkâ€™: fan discourses on the corporate (re)naming of football stadia. Social and Cultural Geography, 0, , 1-19.	2.3	3
53	The Victorian arcade as contemporary retail form?. History of Retailing and Consumption, 2019, 5, 150-168.	0.4	2
54	Telling the story of a street: micro-retail change in Manchester from the 1960s. History of Retailing and Consumption, 2017, 3, 1-7.	0.4	1

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55	Retail occupancy and vacancy in King Street, Manchester: applying microhistorical principles to retailing. History of Retailing and Consumption, 2021, 7, 232-260.	0.4	1
56	Productive possibilities? Valorising urban space through pop-up?. Qualitative Market Research, 2022, 25, 557-569.	1.5	1
57	SPATIAL AND TEMPORAL DIMENSIONS OF ENTREPRENEURIAL ACTIVITY IN UK BOOKSELLING. Journal of Enterprising Culture, 1999, 07, 389-405.	0.5	0
58	The contribution of posters to the venereal disease campaign in Second World War Britain. Contemporary British History, 0, , 1-29.	0.5	0