

Cynthia M Webster

List of Publications by Year in descending order

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Version: 2024-02-01

34
papers

1,423
citations

361413
20
h-index

377865
34
g-index

34
all docs

34
docs citations

34
times ranked

1405
citing authors

#	ARTICLE	IF	CITATIONS
1	A glossary of terms for navigating the field of social network analysis. <i>Journal of Epidemiology and Community Health</i> , 2004, 58, 971-975.	3.7	224
2	Social media sentiment analysis: lexicon versus machine learning. <i>Journal of Consumer Marketing</i> , 2017, 34, 480-488.	2.3	141
3	Why Create Value for Others? An Exploration of Social Entrepreneurial Motives. <i>Journal of Small Business Management</i> , 2016, 54, 1015-1037.	4.8	103
4	Effects of Multiple Endorsements and Consumerâ€™Celebrity Attachment on Attitude and Purchase Intention. <i>Australasian Marketing Journal</i> , 2011, 19, 230-237.	5.4	93
5	Identifying Consumer Value Co-created through Social Support within Online Health Communities. <i>Journal of Macromarketing</i> , 2015, 35, 353-367.	2.6	74
6	Investigating consumerâ€™brand relational authenticity. <i>Journal of Brand Management</i> , 2014, 21, 342-363.	3.5	70
7	Celebrity co-branding partners as irrelevant brand information in advertisements. <i>Journal of Business Research</i> , 2013, 66, 941-947.	10.2	65
8	Being True to Oneself: Investigating Celebrity Brand Authenticity. <i>Psychology and Marketing</i> , 2016, 33, 410-420.	8.2	63
9	To Delight, or Not to Delight? This is the Question Service Firms Must Address. <i>Journal of Marketing Theory and Practice</i> , 2010, 18, 275-284.	4.3	62
10	Brand and consumer engagement behaviors on Facebook brand pages: Let's have a (positive) conversation. <i>International Journal of Research in Marketing</i> , 2021, 38, 155-175.	4.2	56
11	Network Analysis in Marketing. <i>Australasian Marketing Journal</i> , 2004, 12, 8-18.	5.4	55
12	Interpersonal Proximity in Social and Cognitive Space. <i>Social Cognition</i> , 1994, 12, 223-247.	0.9	44
13	Exploring the national and organizational culture mix in service firms. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 691-703.	11.2	38
14	Cognitive and Affective Trust between Australian Exporters and Their Overseas Buyers. <i>Australasian Marketing Journal</i> , 2012, 20, 73-79.	5.4	37
15	Exploring relationship marketing in membership associations. <i>European Journal of Marketing</i> , 2013, 47, 1622-1640.	2.9	30
16	Influence of Innovativeness, Environmental Competitiveness and Government, Industry and Professional Networks on SME Export Likelihood. <i>Journal of Small Business Management</i> , 2019, 57, 1304-1327.	4.8	30
17	Eclipsing: When Celebrities Overshadow the Brand. <i>Psychology and Marketing</i> , 2014, 31, 1040-1050.	8.2	27
18	Consumer values of corporate and celebrity brand associations. <i>Qualitative Market Research</i> , 2015, 18, 164-187.	1.5	24

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19	The effect of provider characteristics on case management activities. <i>Administration and Policy in Mental Health and Mental Health Services Research</i> , 1998, 26, 21-32.	2.1	22
20	The impact of external forces on cartel network dynamics: Direct research in the diamond industry. <i>Industrial Marketing Management</i> , 2010, 39, 202-210.	6.7	20
21	Consumer-to-consumer value within social networks. <i>The Marketing Review</i> , 2014, 14, 444-459.	0.1	18
22	Social Capital and Consumer Value Co-Created Within an Online Health Community. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2017, 29, 317-345.	1.6	17
23	Social good or self-interest: Incentivizing consumer social media engagement behaviour for health messages. <i>Psychology and Marketing</i> , 2021, 38, 1293-1313.	8.2	17
24	Pre and post-entry resource needs for international entrepreneurs: The role of government and industry networks. <i>Journal of Management and Organization</i> , 2017, 23, 186-205.	3.0	15
25	Pursuing pleasure: consumer value in leisure travel. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2011, 5, 334-344.	2.9	14
26	Embedding research activities to enhance student learning. <i>International Journal of Educational Management</i> , 2011, 25, 361-377.	1.5	12
27	Replication of a whole school ethos-changing intervention: different context, similar effects, additional insights. <i>BMC Public Health</i> , 2015, 15, 265.	2.9	12
28	Exploring brand purpose dimensions for non-profit organizations. <i>Journal of Brand Management</i> , 2021, 28, 186-198.	3.5	12
29	Team leadership: network differences in women's and men's instrumental and expressive relations. <i>Administration and Policy in Mental Health and Mental Health Services Research</i> , 1999, 26, 169-190.	2.1	8
30	Intrinsic Motivation and Well-being: Seniors in Community Associations. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2008, 20, 229-244.	1.6	7
31	Consensus Analysis for the Measurement and Validation of Personality Traits. <i>Field Methods</i> , 2002, 14, 46-64.	0.8	5
32	“Behind Closed Doors” opportunity identification through observational research. <i>Qualitative Market Research</i> , 2010, 13, 24-35.	1.5	4
33	Effects of Network Bricolage on Entrepreneurs’ Resource Creation. <i>Proceedings - Academy of Management</i> , 2019, 2019, 10137.	0.1	3
34	Celebrities as Indirect Spokespeople in Advertising. <i>Diabetes Therapy</i> , 2013, , 103-114.	2.5	1