

Bodo Lang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5640922/publications.pdf>

Version: 2024-02-01

22
papers

1,036
citations

567281

15
h-index

713466

21
g-index

22
all docs

22
docs citations

22
times ranked

796
citing authors

#	ARTICLE	IF	CITATIONS
1	Switching barriers in consumer markets: an investigation of the financial services industry. <i>Journal of Consumer Marketing</i> , 2001, 18, 332-347.	2.3	320
2	Relationship quality, onâ€line banking and the information technology gap. <i>International Journal of Bank Marketing</i> , 2003, 21, 29-37.	6.4	137
3	CONCLUSION EXPLICITNESS IN ADVERTISING: The Moderating Role of Need for Cognition (NFC) and Argument Quality (AQ) on Persuasion. <i>Journal of Advertising</i> , 2003, 32, 57-66.	6.6	78
4	Modeling utilitarianâ€hedonic dual mediation (UHDM) in the purchase and use of games. <i>Internet Research</i> , 2013, 23, 229-256.	4.9	65
5	Are Liquid Sugars Different from Solid Sugar in Their Ability to Cause Metabolic Syndrome?. <i>Obesity</i> , 2019, 27, 879-887.	3.0	60
6	Prosumers in times of crisis: definition, archetypes and implications. <i>Journal of Service Management</i> , 2021, 32, 176-189.	7.2	50
7	How gender affects the relationship between hedonic shopping motivation and purchase intentions?. <i>Journal of Consumer Behaviour</i> , 2014, 13, 18-30.	4.2	49
8	Are trust and consumption values important for buyers of organic food? A comparison of regular buyers, occasional buyers, and non-buyers. <i>Appetite</i> , 2021, 161, 105123.	3.7	33
9	How word of mouth communication varies across service encounters. <i>Managing Service Quality</i> , 2011, 21, 583-598.	2.4	32
10	A comparison of online and offline gender and goal directed shopping online. <i>Journal of Retailing and Consumer Services</i> , 2017, 38, 118-125.	9.4	30
11	How to Grow the Sharing Economy? Create Prosumers!. <i>Australasian Marketing Journal</i> , 2020, 28, 58-66.	5.4	27
12	Positive and negative consequences of a relationship manager strategy: New Zealand banks and their small business customers. <i>Journal of Business Research</i> , 2005, 58, 195-204.	10.2	25
13	Modeling game usage, purchase behavior and ease of use. <i>Entertainment Computing</i> , 2012, 3, 27-36.	2.9	23
14	When food governance matters to consumer food choice: Consumer perception of and preference for food quality certifications. <i>Appetite</i> , 2022, 168, 105688.	3.7	22
15	Does game selfâ€congruity increase usage and purchase?. <i>Young Consumers</i> , 2013, 14, 52-66.	3.5	21
16	Why do consumers become providers? Self-determination in the sharing economy. <i>Journal of Service Theory and Practice</i> , 2022, 32, 132-155.	3.2	17
17	Modeling the effect of self-efficacy on game usage and purchase behavior. <i>Journal of Retailing and Consumer Services</i> , 2012, 19, 67-77.	9.4	16
18	The trust paradox in food labelling: An exploration of consumersâ€™ perceptions of certified vegetables. <i>Food Quality and Preference</i> , 2021, 93, 104280.	4.6	16

#	ARTICLE	IF	CITATIONS
19	Dissecting Word-of-Mouth's Effectiveness and How to Use It as a Proconsumer Tool. Journal of Nonprofit and Public Sector Marketing, 2013, 25, 374-399.	1.6	10
20	New Zealand infants weaned onto a high sugar diet from four months old: better health or better business? Part II. New Zealand Medical Journal, 2017, 130, 86-88.	0.5	3
21	Gamification and Sugar: A School-Based Pilot Study of Social Marketing and Gamification Approaches to Reduce Sugary Drink Intake in Pasifika School Students. Asia-Pacific Journal of Public Health, 2021, 33, 101053952110301.	1.0	2
22	If soft drink companies can do it, why can't government? Sugary drink sales policies in schools must be tightened. Australian and New Zealand Journal of Public Health, 2022, 46, 415-416.	1.8	0