# Riza Casidy

List of Publications by Year
in descending order

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|---|---|---|---|
| 49<br>papers | 1,586<br>citations | 304701<br>22<br>h-index | 330122<br>37<br>g-index |
| 49<br>all docs | 49<br>docs citations | 49<br>times ranked | 1234<br>citing authors |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 1 | A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price. Journal of Retailing and Consumer Services, 2016, 32, 189-197. | 9.4 | 133 |
| 2 | The Big Five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality. Journal of Brand Management, 2009, 16, 234-247. | 3.5 | 132 |
| 3 | The effects of harm directions and service recovery strategies on customer forgiveness and negative word-of-mouth intentions. Journal of Retailing and Consumer Services, 2015, 27, 103-112. | 9.4 | 111 |
| 4 | The role of brand reputation in organic food consumption: A behavioral reasoning perspective. Journal of Retailing and Consumer Services, 2018, 41, 239-247. | 9.4 | 103 |
| 5 | Exploring the integration of social media within integrated marketing communication frameworks. Marketing Intelligence and Planning, 2016, 34, 19-40. | 3.5 | 79 |
| 6 | Authentic assessment in business education: its effects on student satisfaction and promoting behaviour. Studies in Higher Education, 2018, 43, 401-415. | 4.5 | 61 |
| 7 | The impact of brand strength on satisfaction, loyalty and WOM: An empirical examination in the higher education sector. Journal of Brand Management, 2015, 22, 117-135. | 3.5 | 58 |
| 8 | Drivers and outcomes of relationship quality with professional service firms: An SME owner-manager perspective. Industrial Marketing Management, 2019, 78, 27-42. | 6.7 | 54 |
| 9 | Linking Brand Orientation with Service Quality, Satisfaction, and Positive Word-of-Mouth: Evidence from the Higher Education Sector. Journal of Nonprofit and Public Sector Marketing, 2014, 26, 142-161. | 1.6 | 53 |
| 10 | Predicting brand preferences. Journal of Fashion Marketing and Management, 2009, 13, 358-371. | 2.2 | 43 |
| 11 | The relationship between market orientation, brand orientation and perceived benefits in the non-profit sector: a customer-perceived paradigm. Journal of Strategic Marketing, 2011, 19, 429-441. | 5.5 | 42 |
| 12 | B2B purchase engagement: Examining the key drivers and outcomes in professional services. Industrial Marketing Management, 2020, 85, 197-208. | 6.7 | 41 |
| 13 | Enhancing hotel brand performance through fostering brand relationship orientation in the minds of consumers. Tourism Management, 2018, 66, 72-84. | 9.8 | 40 |
| 14 | An Empirical Investigation of the Relationship between Personality Traits, Prestige Sensitivity, and Fashion Consciousness of Generation Y in Australia. Australasian Marketing Journal, 2012, 20, 242-249. | 5.4 | 36 |
| 15 | The role of brand orientation in the higher education sector: a student-perceived paradigm. Asia Pacific Journal of Marketing and Logistics, 2013, 25, 803-820. | 3.2 | 36 |
| 16 | The role of religious leaders on digital piracy attitude and intention. Journal of Retailing and Consumer Services, 2016, 32, 244-252. | 9.4 | 32 |
| 17 | The relative influence of functional versus imagery beliefs on brand sensitivity in B2B professional services. Industrial Marketing Management, 2018, 72, 26-36. | 6.7 | 32 |
| 18 | Brand trust and avoidance following brand crisis: A quasi-experiment on the effect of franchisor statements. Journal of Brand Management, 2016, 23, 1-23. | 3.5 | 31 |

| # | Article | IF | Citations |
|---|---------|----|-----------|
| 19 | The Role of Brand Orientation in Church Participation: An Empirical Examination. Journal of Nonprofit and Public Sector Marketing, 2011, 23, 226-247. | 1.6 | 29 |
| 20 | Linking fashion consciousness with Gen Y attitude towards prestige brands. Asia Pacific Journal of Marketing and Logistics, 2015, 27, 406-420. | 3.2 | 29 |
| 21 | Service innovation and adoption in industrial markets: An SME perspective. Industrial Marketing Management, 2020, 89, 157-170. | 6.7 | 29 |
| 22 | Service Recovery, Justice Perception, and Forgiveness: The "Other Customers" Perspectives. Services Marketing Quarterly, 2018, 39, 1-21. | 1.1 | 26 |
| 23 | The effects of supplier B2B sustainability positioning on buyer performance: The role of trust. Industrial Marketing Management, 2022, 102, 311-323. | 6.7 | 26 |
| 24 | Religiosity and Digital Piracy: An Empirical Examination. Services Marketing Quarterly, 2016, 37, 1-13. | 1.1 | 23 |
| 25 | Australian Consumers' Decision-Making Styles for Everyday Products. Australasian Marketing Journal, 2015, 23, 67-74. | 5.4 | 21 |
| 26 | Religious Belief, Religious Priming, and Negative Word of Mouth. Journal of Marketing Research, 2021, 58, 762-781. | 4.8 | 21 |
| 27 | Discovering Consumer Personality Clusters in Prestige Sensitivity and Fashion Consciousness Context. Journal of International Consumer Marketing, 2012, 24, 291-299. | 3.7 | 20 |
| 28 | The role of brand in overcoming consumer resistance to autonomous vehicles. Psychology and Marketing, 2021, 38, 1101-1121. | 8.2 | 20 |
| 29 | How great thy brand: the impact of church branding on perceived benefits. International Journal of Nonprofit and Voluntary Sector Marketing, 2013, 18, 231-239. | 0.8 | 19 |
| 30 | Deck the Halls With Boughs of Holly to Soften Evaluations of Service Failure. Journal of Service Research, 2018, 21, 389-404. | 12.2 | 19 |
| 31 | Brand Orientation and Service Quality in Online and Offline Environments: Empirical Examination in Higher Education. Services Marketing Quarterly, 2014, 35, 236-254. | 1.1 | 17 |
| 32 | Linking prestige perception with consumption experience, loyalty, and WOM. Marketing Intelligence and Planning, 2016, 34, 540-558. | 3.5 | 17 |
| 33 | Customer identification: The missing link between relationship quality and supplier performance. Industrial Marketing Management, 2021, 97, 220-232. | 6.7 | 15 |
| 34 | Investigating the role of religiosity as a deterrent against digital piracy. Marketing Intelligence and Planning, 2017, 35, 62-80. | 3.5 | 14 |
| 35 | Investigating the impact of young consumers' religiosity on digital piracy. International Journal of Consumer Studies, 2018, 42, 792-803. | 11.6 | 12 |
| 36 | The Role of Perceived Market Orientation in the Higher Education Sector. Australasian Marketing Journal, 2014, 22, 155-163. | 5.4 | 11 |

| # | ARTICLE | IF | CITATIONS |
|---|---------|-----|-----------|
| 37 | Drivers and inhibitors of national stakeholder engagement with place brand identity. European Journal of Marketing, 2019, 53, 1445-1465. | 2.9 | 11 |
| 38 | Relationship factors and firms' willingness-to-pay: A comparison of east-west settings. Industrial Marketing Management, 2020, 91, 397-410. | 6.7 | 11 |
| 39 | The role of external influences in high involvement purchase behaviour. Marketing Intelligence and Planning, 2013, 31, 732-745. | 3.5 | 10 |
| 40 | Leveraging consumer behavior research to forge new insights into B2B buyer behavior: Contextualizing extant research and developing a research agenda. Industrial Marketing Management, 2022, 105, 1-17. | 6.7 | 10 |
| 41 | Spirituality, religion and consumption: Introduction to a special issue. International Journal of Consumer Studies, 2018, 42, 583-585. | 11.6 | 9 |
| 42 | Church Marketing: The Effect of Market Orientation on Perceived Benefits and Church Participation. Services Marketing Quarterly, 2011, 32, 60-82. | 1.1 | 8 |
| 43 | A taxonomy of prestige-seeking university students: strategic insights for higher education. Journal of Strategic Marketing, 2018, 26, 140-155. | 5.5 | 8 |
| 44 | The effects of brand identity on brand performance in the service sector. Journal of Strategic Marketing, 2019, 27, 651-665. | 5.5 | 8 |
| 45 | Exploring brand strength's nomological net and its dimensional dynamics. Journal of Retailing and Consumer Services, 2019, 49, 11-22. | 9.4 | 7 |
| 46 | A typology of organisational stakeholder engagement with place brand identity. Journal of Strategic Marketing, 2020, 28, 620-638. | 5.5 | 7 |
| 47 | Religion, Spirituality, and Advertising. Journal of Advertising, 2021, 50, 349-353. | 6.6 | 5 |
| 48 | Perceived benefits and church participation. Asia Pacific Journal of Marketing and Logistics, 2014, 26, 761-776. | 3.2 | 4 |
| 49 | Maximizing customer adoption outcomes in emerging industrial markets via supplier innovativeness and relationship quality. Journal of Business and Industrial Marketing, 2023, 38, 958-973. | 3.0 | 3 |