

Roger Bennett

List of Publications by Year in descending order

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121
papers

3,875
citations

159573

30
h-index

155644

55
g-index

124
all docs

124
docs citations

124
times ranked

2639
citing authors

#	ARTICLE	IF	CITATIONS
1	Organisational factors and knowledge management within large marketing departments: an empirical study. <i>Journal of Knowledge Management</i> , 1999, 3, 212-225.	5.1	222
2	Factors underlying the inclination to donate to particular types of charity. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2003, 8, 12-29.	0.8	199
3	Determinants of Undergraduate Student Drop Out Rates in a University Business Studies Department. <i>Journal of Further and Higher Education</i> , 2003, 27, 123-141.	2.5	181
4	Reputation, trust and supplier commitment: the case of shipping company/seaport relations. <i>Journal of Business and Industrial Marketing</i> , 2001, 16, 424-438.	3.0	158
5	Employers' Demands for Personal Transferable Skills in Graduates: a content analysis of 1000 job advertisements and an associated empirical study. <i>Journal of Vocational Education and Training</i> , 2002, 54, 457-476.	1.5	155
6	Factors associated with student plagiarism in a post-1992 university. <i>Assessment and Evaluation in Higher Education</i> , 2005, 30, 137-162.	5.6	129
7	Relationship formation and governance in consumer markets: Transactional analysis versus the behaviourist approach. <i>Journal of Marketing Management</i> , 1996, 12, 417-436.	2.3	125
8	Prospective Students' Perceptions of University Brands: An Empirical Study. <i>Journal of Marketing for Higher Education</i> , 2009, 19, 85-107.	3.2	123
9	Relationship quality, relationship marketing, and client perceptions of the levels of service quality of charitable organisations. <i>Journal of Service Management</i> , 2005, 16, 81-106.	2.0	122
10	Business lecturers' perceptions of the nature of entrepreneurship. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2006, 12, 165-188.	3.8	121
11	Image and Reputational Characteristics of UK Charitable Organizations: An Empirical Study. <i>Corporate Reputation Review</i> , 2003, 6, 276-289.	1.7	88
12	The nonprofit marketing landscape: guest editors' introduction to a special section. <i>Journal of Business Research</i> , 2005, 58, 797-805.	10.2	88
13	University marketing directors' views on the components of a university brand. <i>International Review on Public and Nonprofit Marketing</i> , 2009, 6, 11-33.	2.0	76
14	Internal Marketing, Negative Experiences, and Volunteers' Commitment to Providing High-Quality Services in a UK Helping and Caring Charitable Organization. <i>Voluntas</i> , 2005, 16, 251-274.	1.7	74
15	Motivations for participating in charity-affiliated sporting events. <i>Journal of Customer Behavior</i> , 2007, 6, 155-178.	0.0	72
16	Impulsive donation decisions during online browsing of charity websites. <i>Journal of Consumer Behaviour</i> , 2009, 8, 116-134.	4.2	70
17	Causes and consequences of donor perceptions of the quality of the relationship marketing activities of charitable organisations. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2005, 13, 122-139.	0.4	64
18	Public attitudes towards the UK banking industry following the global financial crisis. <i>International Journal of Bank Marketing</i> , 2012, 30, 128-147.	6.4	63

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19	Shame, guilt & responses to non-profit & public sector ads. <i>International Journal of Advertising</i> , 1998, 17, 483-499.	6.7	58
20	Attitudes towards autonomous vehicles among people with physical disabilities. <i>Transportation Research, Part A: Policy and Practice</i> , 2019, 127, 1-17.	4.2	56
21	Surviving mission drift: How charities can turn dependence on government contract funding to their own advantage. <i>Nonprofit Management and Leadership</i> , 2011, 22, 217-231.	2.5	55
22	Competitive environment, market orientation, and the use of relational approaches to the marketing of charity beneficiary services. <i>Journal of Services Marketing</i> , 2005, 19, 453-469.	3.0	54
23	Predicting the Lifetime Durations of Donors to Charities. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2006, 15, 45-67.	1.6	53
24	Willingness of people who are blind to accept autonomous vehicles: An empirical investigation. <i>Transportation Research Part F: Traffic Psychology and Behaviour</i> , 2020, 69, 13-27.	3.7	51
25	Market Orientation Among Small to Medium Sized UK Charitable Organisations: Implications for Fund-Raising Performance. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1998, 6, 31-45.	1.6	50
26	Corporate Perspectives on Cause Related Marketing. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2002, 10, 41-59.	1.6	47
27	Willingness of people with mental health disabilities to travel in driverless vehicles. <i>Journal of Transport and Health</i> , 2019, 12, 1-12.	2.2	44
28	Managing conflict between marketing and other functions within charitable organisations. <i>Leadership and Organization Development Journal</i> , 2004, 25, 180-200.	3.0	38
29	Consumer attitudes towards electric vehicles. <i>European Journal of Marketing</i> , 2018, 52, 499-527.	2.9	37
30	Charity affiliation as a determinant of product purchase decisions. <i>Journal of Product and Brand Management</i> , 2000, 9, 255-270.	4.3	36
31	Students'™ interpretations of the meanings of questionnaire items in the National Student Survey. <i>Quality in Higher Education</i> , 2014, 20, 129-164.	1.1	36
32	Individual characteristics and the arousal of mixed emotions: consequences for the effectiveness of charity fundraising advertisements. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2015, 20, 188-209.	0.8	35
33	Second-hand gift behaviour of first-time donors to charity: an empirical study. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2009, 14, 161-180.	0.8	34
34	Charity involvement and customer preference for charity brands. <i>Journal of Brand Management</i> , 1999, 7, 49-66.	3.5	30
35	An assessment of UK drivers'™ attitudes regarding the forthcoming ban on the sale of petrol and diesel vehicles. <i>Transportation Research, Part D: Transport and Environment</i> , 2018, 62, 330-344.	6.8	30
36	What makes a marketer? Development of 'marketing professional identity'™ among marketing graduates during early career experiences. <i>Journal of Marketing Management</i> , 2010, 27, 8-27.	2.3	29

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37	Internationalization of U.K. University Business Schools. <i>Journal of Studies in International Education</i> , 2011, 15, 351-373.	3.2	29
38	Advertisement Style and the Recruitment of Charity Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001, 8, 45-63.	1.6	28
39	Strategic, competitive, and co-operative approaches to internationalisation in European business schools. <i>Journal of Marketing Management</i> , 2011, 27, 1087-1116.	2.3	28
40	Charities, organisational learning and market orientation. <i>Marketing Intelligence Planning</i> , 1998, 4, 5-25.	0.2	26
41	Competitor analysis practices of British charities. <i>Marketing Intelligence and Planning</i> , 2003, 21, 335-345.	3.5	26
42	Students' motives for enrolling on business degrees in a post-1992 university. <i>International Journal of Educational Management</i> , 2004, 18, 25-36.	1.5	26
43	The role of corporate art in the management of corporate identity. <i>Corporate Communications</i> , 2008, 13, 235-254.	2.1	26
44	Sources and use of marketing information by marketing managers. <i>Journal of Documentation</i> , 2007, 63, 702-726.	1.6	25
45	Factors Influencing the Willingness to Donate Body Parts for Transplantation. <i>Social Work in Public Health</i> , 2004, 18, 61-85.	0.2	24
46	Corporate philanthropy in the UK: altruistic giving or marketing communications weapon?. <i>Journal of Marketing Communications</i> , 1997, 3, 87-109.	4.0	23
47	Predicting the accuracy of public perceptions of charity performance. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2003, 11, 326-342.	0.4	23
48	Advertising planning, ad agency use of advertising models, and the academic practitioner divide. <i>Marketing Intelligence and Planning</i> , 2006, 24, 505-527.	3.5	23
49	Marketing of Voluntary Organizations as Contract Providers of National and Local Government Welfare Services in the UK. <i>Voluntas</i> , 2008, 19, 268-295.	1.7	23
50	Reassessing the value of work experience placements in the context of widening participation in higher education. <i>Journal of Vocational Education and Training</i> , 2008, 60, 105-122.	1.5	23
51	Retailers' preparedness for the introduction of third wave (ubiquitous) computing applications. <i>International Journal of Retail and Distribution Management</i> , 2011, 39, 306-325.	4.7	23
52	Why Urban Poor Donate. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2012, 41, 870-891.	1.9	23
53	Factors potentially affecting the successful promotion of electric vehicles. <i>Journal of Social Marketing</i> , 2016, 6, 62-82.	2.3	21
54	Ethnocentric tendencies amongst arts audiences. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2006, 11, 303-317.	0.8	20

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55	Catching the early walker: an examination of potential antecedents of rapid student exit from business-related undergraduate degree programmes in a post-1992 university. <i>Journal of Further and Higher Education</i> , 2007, 31, 109-132.	2.5	20
56	What Else Should I Support? An Empirical Study of Multiple Cause Donation Behavior. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2012, 24, 1-25.	1.6	20
57	Transfer of Marketing Knowledge Within Business-Nonprofit Collaborations. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2008, 20, 37-70.	1.6	19
58	The use of marketing metrics by British fundraising charities: a survey of current practice. <i>Journal of Marketing Management</i> , 2007, 23, 959-989.	2.3	18
59	Reaching the Board: Factors Facilitating the Progression of Marketing Executives to Senior Positions in British Companies. <i>British Journal of Management</i> , 2009, 20, 30-54.	5.0	18
60	Employer engagement practices of UK business schools and departments: an empirical investigation. <i>Journal of Vocational Education and Training</i> , 2009, 61, 495-516.	1.5	16
61	Widening Participation and Student Expectations of Higher Education. <i>International Journal of Management Education</i> , 2006, 5, 47-65.	3.9	16
62	Brand managers' mindful self-management of their professional experience: Consequences for pay, self-efficacy and job performance. <i>Journal of Brand Management</i> , 2011, 18, 545-569.	3.5	15
63	Elements, causes and effects of donor engagement among supporters of UK charities. <i>International Review on Public and Nonprofit Marketing</i> , 2013, 10, 201-220.	2.0	15
64	Factors contributing to the early failure of small new charity start-ups. <i>Journal of Small Business and Enterprise Development</i> , 2016, 23, 333-348.	2.6	15
65	Perceived importance of performance management metrics among UK theatre companies. <i>International Journal of Productivity and Performance Management</i> , 2009, 58, 670-693.	3.7	14
66	Factors influencing donation switching behaviour among charity supporters: an empirical investigation. <i>Journal of Customer Behavior</i> , 2009, 8, 329-345.	0.0	14
67	Factors affecting university teaching team effectiveness in detached working environments. <i>Journal of Further and Higher Education</i> , 2014, 38, 400-426.	2.5	14
68	Innovation generation in charity promotional web sites. <i>European Journal of Innovation Management</i> , 2006, 9, 347-369.	4.6	13
69	Television viewers' motivations to follow the 2005 Ashes Test series: implications for the rebranding of English cricket. <i>Journal of Product and Brand Management</i> , 2007, 16, 23-37.	4.3	13
70	Giving to the Giver: Can Charities Use Premium Incentives to Stimulate Donations?. <i>Journal of Promotion Management</i> , 2007, 13, 261-280.	3.4	12
71	Advertising message strategies for encouraging young White working class males to consider entering British universities. <i>Journal of Business Research</i> , 2007, 60, 932-941.	10.2	12
72	Usefulness of introductory higher education orientation units in the context of increasing student diversity. <i>International Journal of Educational Management</i> , 2008, 22, 7-31.	1.5	12

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73	Relevance of Fundraising Charitiesâ€™ Content-Marketing Objectives: Perceptions of Donors, Fundraisers, and Their Consultants. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2017, 29, 39-63.	1.6	12
74	Regret and Satisfaction as Determinants of Lapsed Donor Recommencement Decisions. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2009, 21, 347-366.	1.6	11
75	Managing the reputation of the banking industry after the global financial crisis: Implications of public anger, processing depth and retroactive memory interference for public recall of events. <i>Journal of Marketing Communications</i> , 2016, 22, 284-306.	4.0	11
76	Characteristics of academically excellent business studies students in a post-1992 university. <i>Research in Post-Compulsory Education</i> , 2005, 10, 5-26.	0.7	10
77	Academic selfâ€œconcept among business students in a recruiting university: definition, measurement and potential effects. <i>Journal of Further and Higher Education</i> , 2009, 33, 141-158.	2.5	10
78	New product development practices of urban regeneration units: a comparative international study. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2004, 9, 291-308.	0.8	9
79	Implementation Processes and Performance Levels of Charity Internet Fundraising Systems. <i>Journal of Marketing Channels</i> , 2005, 12, 53-77.	0.4	8
80	Antecedents and Consequences of Website Atmosphere in Online Charity Fundraising Situations. <i>Journal of Website Promotion</i> , 2005, 1, 131-152.	0.1	8
81	Factors affecting visual artistsâ€™ levels of commitment to artwork distributors. <i>Arts Marketing an International Journal</i> , 2013, 3, 21-40.	0.7	8
82	Marketing undergraduates' attitudes towards queryâ€œbased instructional machines as a possible learning medium. <i>British Journal of Educational Technology</i> , 2001, 32, 471-482.	6.3	7
83	Fleet vehicle buyers' intentions to purchase electric vehicles: antecedents and possible consequences. <i>International Journal of Electric and Hybrid Vehicles</i> , 2015, 7, 362.	0.3	7
84	Making space for co-creation: heritage attractions that host contemporary art. <i>International Journal of Heritage Studies</i> , 2021, 27, 869-883.	1.9	7
85	They shouldn't let them out for us to see': Empathy and affect intensity as determinants of responses to representations of the facially disfigured in charity advertising. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 1997, 2, 216-232.	0.8	6
86	Direct marketing managers in UK charitable organisations. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 1998, 3, 160-172.	0.8	6
87	Post-series depression: scale development and validation. <i>Arts and the Market</i> , 2019, 9, 132-151.	0.5	6
88	The shape of things to come: How marketing services organisations anticipate the future. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2001, 9, 309-325.	0.4	5
89	Modes of Response to Marketing Communications Failures in the Computer Services Industry. <i>British Journal of Management</i> , 2003, 14, 155-172.	5.0	5
90	Determining the Design of Child-Specific Adoption Advertisements: A Conjoint Analysis. <i>International Journal of Market Research</i> , 2005, 47, 267-294.	3.8	5

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91	Who Gives to Food Banks? A Study of Influences Affecting Donations to Food Banks by Individuals. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2023, 35, 243-264.	1.6	5
92	Pan-company marketing in the UK computer software, consultancy and supply industry: constructs, measurement and competitive implications. <i>Journal of Strategic Marketing</i> , 1999, 7, 57-70.	5.5	4
93	Schools sponsorship: Corporate philanthropy or integrated marketing communications weapon?. <i>Journal of Communication Management</i> , 1999, 4, 135-158.	2.3	4
94	Promotional message strategies for disability charities' employment services. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2001, 6, 21-32.	0.8	4
95	Ownership Sentiments Towards the Customer Care Function in E-Business Situations. <i>Journal of Internet Commerce</i> , 2003, 2, 27-46.	5.5	4
96	Management of unprofitable donors by UK fundraising charities. <i>Journal of Customer Behavior</i> , 2011, 10, 309-333.	0.0	4
97	Sources of New Ideas for Charity Fundraising: An Empirical Study. <i>Creativity and Innovation Management</i> , 2011, 20, 121-138.	3.3	4
98	Factors Influencing the Break Even Probabilities of Agency Recruited Low Value Charity Donors. <i>Voluntas</i> , 2013, 24, 1091-1112.	1.7	4
99	How small charities formulate marketing responses to major reductions in income. <i>Qualitative Market Research</i> , 2014, 17, 58-76.	1.5	4
100	Financial charity giving behaviour of the working poor: an empirical investigation. <i>Journal of Marketing Management</i> , 2018, 34, 1587-1607.	2.3	4
101	Air passenger attitudes towards pilotless aircraft. <i>Research in Transportation Business and Management</i> , 2021, 41, 100656.	2.9	4
102	Driverless futures: current non-drivers' willingness to travel in driverless vehicles. <i>Journal of Marketing Management</i> , 2021, 37, 1656-1689.	2.3	4
103	E-commerce and the organisation of the marketing function. <i>International Journal of Services, Technology and Management</i> , 2002, 3, 111.	0.1	3
104	Factors encouraging competitive myopia in the performing arts sector: an empirical investigation. <i>Service Industries Journal</i> , 2005, 25, 391-401.	8.3	3
105	'I Didn't Enjoy it One Bit': Causes and Effects of 'Terrible' Visitor Experiences at Performing Arts Venues. <i>Journal of Customer Behavior</i> , 2006, 5, 27-57.	0.0	3
106	Internationalisation of British fundraising charities: a two-phase empirical study. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2010, 15, 28-51.	0.8	3
107	Complaints handling procedures of human services charities. <i>Managing Service Quality</i> , 2011, 21, 484-510.	2.4	3
108	Selection of individuals to serve on major gift fundraising teams: a study of membership choice criteria. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2012, 17, 49-64.	0.8	3

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109	Charity volunteers' perceptions of charity advertisements: Effects of internal communications and attitudes towards advertising by charities. <i>Social Business</i> , 2013, 3, 123-142.	0.3	3
110	Facilitators and barriers to the assimilation of function-specific executives into senior management roles. <i>Career Development International</i> , 2015, 20, 315-338.	2.7	3
111	Medium-sized charities and their advertising agencies: An exploratory investigation. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 1998, 3, 57-70.	0.8	2
112	Foreign marketing control decisions of firms engaged in west-east technology transfer: a test of the transactions cost hypothesis. <i>International Journal of Technology Management</i> , 1999, 17, 402.	0.5	2
113	Non-profit, social, arts and heritage marketing. <i>European Journal of Marketing</i> , 2011, 45, .	2.9	2
114	Press stories as a medium for social marketing: the publisher's perspective. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2000, 5, 32-45.	0.8	1
115	Off-the-Shelf Cultural Symbols. <i>Journal of Promotion Management</i> , 2002, 8, 177-189.	3.4	1
116	Factors influencing the probability of early lapse of face to face recruited charity donors. <i>International Review on Public and Nonprofit Marketing</i> , 2013, 10, 129-142.	2.0	1
117	Trustee characteristics, stewardship, and charity CEO employment situations as determinants of the adoption of market orientation. <i>Social Business</i> , 2013, 3, 9-35.	0.3	1
118	Using artwork to market sensitive issues within heritage museums: three case studies. <i>Museum Management and Curatorship</i> , 2016, 31, 460-473.	1.4	1
119	Advances in nonprofit marketing. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2006, 11, 89-91.	0.8	0
120	New perspectives on arts and nonprofit marketing. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2007, 12, 175-176.	0.8	0
121	Brave New Worlds: Fresh Insights into Nonprofit, Arts and Social Marketing. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2015, 20, 97-99.	0.8	0