

Roger Bennett

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

119
papers

3,028
citations

28
h-index

51
g-index

124
ext. papers

3,375
ext. citations

2.1
avg, IF

5.97
L-index

#	Paper	IF	Citations
119	Organisational factors and knowledge management within large marketing departments: an empirical study. <i>Journal of Knowledge Management</i> , 1999 , 3, 212-225	7.3	191
118	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	0.6	160
117	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	1.5	151
116	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	120
115	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	0.8	112
114	Relationship formation and governance in consumer markets: Transactional analysis versus the behaviourist approach. <i>Journal of Marketing Management</i> , 1996 , 12, 417-436	3.2	107
113	Prospective Students' Perceptions of University Brands: An Empirical Study. <i>Journal of Marketing for Higher Education</i> , 2009 , 19, 85-107	1.1	105
112	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		99
111	Factors associated with student plagiarism in a post-1992 university. <i>Assessment and Evaluation in Higher Education</i> , 2005 , 30, 137-162	3.1	96
110	Business lecturers' perceptions of the nature of entrepreneurship. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2006 , 12, 165-188	4.3	90
109	The nonprofit marketing landscape: guest editors' introduction to a special section. <i>Journal of Business Research</i> , 2005 , 58, 797-805	8.7	77
108	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	1.8	64
107	Image and Reputational Characteristics of UK Charitable Organizations: An Empirical Study. <i>Corporate Reputation Review</i> , 2003 , 6, 276-289	1	62
106	Impulsive donation decisions during online browsing of charity websites. <i>Journal of Consumer Behaviour</i> , 2009 , 8, 116-134	3	55
105	Motivations for participating in charity-affiliated sporting events. <i>Journal of Customer Behavior</i> , 2007 , 6, 155-178	2.4	53
104	University marketing directors' views on the components of a university brand. <i>International Review on Public and Nonprofit Marketing</i> , 2009 , 6, 11-33	1.6	51
103	Public attitudes towards the UK banking industry following the global financial crisis. <i>International Journal of Bank Marketing</i> , 2012 , 30, 128-147	4	49

102	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		49
101	Shame, guilt & responses to non-profit & public sector ads. <i>International Journal of Advertising</i> , 1998 , 17, 483-499	3.6	48
100	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	4	47
99	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	44
98	Corporate Perspectives on Cause Related Marketing. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2002 , 10, 41-59	1	41
97	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	1.6	40
96	Predicting the Lifetime Durations of Donors to Charities. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2006 , 15, 45-67	1	40
95	Managing conflict between marketing and other functions within charitable organisations. <i>Leadership and Organization Development Journal</i> , 2004 , 25, 180-200	2.9	32
94	Willingness of people with mental health disabilities to travel in driverless vehicles. <i>Journal of Transport and Health</i> , 2019 , 12, 1-12	3	32
93	Students' Interpretations of the meanings of questionnaire items in the National Student Survey. <i>Quality in Higher Education</i> , 2014 , 20, 129-164	1.6	31
92	Charity involvement and customer preference for charity brands. <i>Journal of Brand Management</i> , 1999 , 7, 49-66	3.3	29
91	Second-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	0.6	27
90	Strategic, competitive, and co-operative approaches to internationalisation in European business schools. <i>Journal of Marketing Management</i> , 2011 , 27, 1087-1116	3.2	26
89	Charity affiliation as a determinant of product purchase decisions. <i>Journal of Product and Brand Management</i> , 2000 , 9, 255-270	4.3	25
88	Attitudes towards autonomous vehicles among people with physical disabilities. <i>Transportation Research, Part A: Policy and Practice</i> , 2019 , 127, 1-17	3.7	24
87	The role of corporate art in the management of corporate identity. <i>Corporate Communications</i> , 2008 , 13, 235-254	1.4	24
86	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	0.6	23
85	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	4.5	23

84	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	3.2	23
83	Internationalization of U.K. University Business Schools: A Survey of Current Practice. <i>Journal of Studies in International Education</i> , 2011 , 15, 351-373	1.8	23
82	Corporate philanthropy in the UK: altruistic giving or marketing communications weapon?. <i>Journal of Marketing Communications</i> , 1997 , 3, 87-109	2.2	23
81	Sources and use of marketing information by marketing managers. <i>Journal of Documentation</i> , 2007 , 63, 702-726	1.3	23
80	Competitor analysis practices of British charities. <i>Marketing Intelligence and Planning</i> , 2003 , 21, 335-345	3.2	23
79	Factors influencing the willingness to donate body parts for transplantation. <i>Social Work in Public Health</i> , 2004 , 18, 61-85		23
78	Students' motives for enrolling on business degrees in a post-1992 university. <i>International Journal of Educational Management</i> , 2004 , 18, 25-36	0.9	22
77	Charities, organisational learning and market orientation. <i>Marketing Intelligence Planning</i> , 1998 , 4, 5-25		22
76	Consumer attitudes towards electric vehicles. <i>European Journal of Marketing</i> , 2018 , 52, 499-527	4.4	21
75	Advertising planning, ad-agency use of advertising models, and the academic practitioner divide. <i>Marketing Intelligence and Planning</i> , 2006 , 24, 505-527	3.2	20
74	Advertisement Style and the Recruitment of Charity Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001 , 8, 45-63	1	20
73	Retailers' preparedness for the introduction of third wave (ubiquitous) computing applications. <i>International Journal of Retail and Distribution Management</i> , 2011 , 39, 306-325	3.5	18
72	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	18
71	Ethnocentric tendencies amongst arts audiences. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2006 , 11, 303-317	0.6	18
70	Predicting the accuracy of public perceptions of charity performance. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2003 , 11, 326-342		18
69	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	5.6	17
68	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	1.5	17
67	Marketing of Voluntary Organizations as Contract Providers of National and Local Government Welfare Services in the UK. <i>Voluntas</i> , 2008 , 19, 268-295	1.8	17

66	Why Urban Poor Donate: A Study of Low-Income Charitable Giving in London. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2012 , 41, 870-891	1.9	16
65	Transfer of Marketing Knowledge Within Business-Nonprofit Collaborations. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2008 , 20, 37-70	1	16
64	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	0.8	16
63	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	6.4	15
62	Employer engagement practices of UK business schools and departments: an empirical investigation. <i>Journal of Vocational Education and Training</i> , 2009 , 61, 495-516	0.8	15
61	Factors potentially affecting the successful promotion of electric vehicles. <i>Journal of Social Marketing</i> , 2016 , 6, 62-82	2.4	14
60	Factors affecting university teaching team effectiveness in detached working environments. <i>Journal of Further and Higher Education</i> , 2014 , 38, 400-426	1.5	14
59	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	3.3	14
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	3.2	14
57	Perceived importance of performance management metrics among UK theatre companies. <i>International Journal of Productivity and Performance Management</i> , 2009 , 58, 670-693	2.3	13
56	Innovation generation in charity promotional web sites. <i>European Journal of Innovation Management</i> , 2006 , 9, 347-369	4.2	13
55	Widening Participation and Student Expectations of Higher Education. <i>International Journal of Management Education</i> , 2006 , 5, 47-65	2.6	13
54	Factors influencing donation switching behaviour among charity supporters: an empirical investigation. <i>Journal of Customer Behavior</i> , 2009 , 8, 329-345	2.4	11
53	Giving to the Giver: Can Charities Use Premium Incentives to Stimulate Donations?. <i>Journal of Promotion Management</i> , 2007 , 13, 261-280	2.3	11
52	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	1.6	10
51	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	10
50	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	8.7	10
49	Characteristics of academically excellent business studies students in a post-1992 university. <i>Research in Post-Compulsory Education</i> , 2005 , 10, 5-26	0.4	10

48	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	2.5	9
47	Regret and Satisfaction as Determinants of Lapsed Donor Recommencement Decisions. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2009 , 21, 347-366	1	8
46	Implementation Processes and Performance Levels of Charity Internet Fundraising Systems. <i>Journal of Marketing Channels</i> , 2005 , 12, 53-77	0.4	8
45	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	2.2	7
44	Academic self-concept among business students in a recruiting university: definition, measurement and potential effects. <i>Journal of Further and Higher Education</i> , 2009 , 33, 141-158	1.5	7
43	Factors affecting visual artists' levels of commitment to artwork distributors. <i>Arts Marketing an International Journal</i> , 2013 , 3, 21-40		6
42	'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	0.6	6
41	Direct marketing managers in UK charitable organisations. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 1998 , 3, 160-172	0.6	6
40	Antecedents and Consequences of Website Atmosphere in Online Charity Fundraising Situations. <i>Journal of Website Promotion</i> , 2005 , 1, 131-152		6
39	Marketing undergraduates' attitudes towards query-based instructional machines as a possible learning medium. <i>British Journal of Educational Technology</i> , 2001 , 32, 471-482	4.3	6
38	Fleet vehicle buyers' intentions to purchase electric vehicles: antecedents and possible consequences. <i>International Journal of Electric and Hybrid Vehicles</i> , 2015 , 7, 362	0.7	5
37	Modes of Response to Marketing Communications Failures in the Computer Services Industry. <i>British Journal of Management</i> , 2003 , 14, 155-172	5.6	5
36	Determining the Design of Child-Specific Adoption Advertisements: A Conjoint Analysis. <i>International Journal of Market Research</i> , 2005 , 47, 267-294	1.7	5
35	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		5
34	Relevance of Fundraising Charities' Content-Marketing Objectives: Perceptions of Donors, Fundraisers, and Their Consultants. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2017 , 29, 39-63	1	4
33	Factors Influencing the Break Even Probabilities of Agency Recruited Low Value Charity Donors. <i>Voluntas</i> , 2013 , 24, 1091-1112	1.8	4
32	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	0.6	4
31	Promotional message strategies for disability charities' employment services. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2001 , 6, 21-32	0.6	4

30	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	2.7	4
29	Management of unprofitable donors by UK fundraising charities. <i>Journal of Customer Behavior</i> , 2011 , 10, 309-333	2.4	3
28	Sources of New Ideas for Charity Fundraising: An Empirical Study. <i>Creativity and Innovation Management</i> , 2011 , 20, 121-138	2.7	3
27	'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	2.4	3
26	Factors encouraging competitive myopia in the performing arts sector: an empirical investigation. <i>Service Industries Journal</i> , 2005 , 25, 391-401	5.7	3
25	Ownership Sentiments Towards the Customer Care Function in E-Business Situations. <i>Journal of Internet Commerce</i> , 2003 , 2, 27-46	3.8	3
24	E-commerce and the organisation of the marketing function. <i>International Journal of Services, Technology and Management</i> , 2002 , 3, 111	0.2	3
23	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	0.6	2
22	Facilitators and barriers to the assimilation of function-specific executives into senior management roles. <i>Career Development International</i> , 2015 , 20, 315-338	2	2
21	How small charities formulate marketing responses to major reductions in income. <i>Qualitative Market Research</i> , 2014 , 17, 58-76	1.6	2
20	Charity volunteers' perceptions of charity advertisements: Effects of internal communications and attitudes towards advertising by charities. <i>Social Business</i> , 2013 , 3, 123-142	1.4	2
19	Complaints-handling procedures of human services charities. <i>Managing Service Quality</i> , 2011 , 21, 484-510		2
18	Medium-sized charities and their advertising agencies: An exploratory investigation. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 1998 , 3, 57-70	0.6	2
17	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	0.9	2
16	Schools sponsorship: Corporate philanthropy or integrated marketing communications weapon?. <i>Journal of Communication Management</i> , 1999 , 4, 135-158	2	2
15	Post-series depression: scale development and validation. <i>Arts and the Market</i> , 2019 , 9, 132-151	0.4	2
14	Using artwork to market sensitive issues within heritage museums: three case studies. <i>Museum Management and Curatorship</i> , 2016 , 31, 460-473	1.3	1
13	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	1.6	1

12	Trustee characteristics, stewardship, and charity CEO employment situations as determinants of the adoption of market orientation. <i>Social Business</i> , 2013 , 3, 9-35	1.4	1
11	Internationalisation of British fundraising charities: a two-phase empirical study. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2009 , 15, n/a-n/a	0.6	1
10	Off-the-Shelf Cultural Symbols. <i>Journal of Promotion Management</i> , 2002 , 8, 177-189	2.3	1
9	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	0.6	1
8	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	1.2	1
7	Making space for co-creation: heritage attractions that host contemporary art. <i>International Journal of Heritage Studies</i> , 2020 , 1-15	1.2	1
6	Financial charity giving behaviour of the working poor: an empirical investigation. <i>Journal of Marketing Management</i> , 2018 , 34, 1587-1607	3.2	1
5	Air passenger attitudes towards pilotless aircraft. <i>Research in Transportation Business and Management</i> , 2021 , 41, 100656	2.8	0
4	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> , 1-22	1	0
3	Driverless futures: current non-drivers' willingness to travel in driverless vehicles. <i>Journal of Marketing Management</i> , 1-34	3.2	0
2	New perspectives on arts and nonprofit marketing. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2007 , 12, 175-176	0.6	
1	Advances in nonprofit marketing. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2006 , 11, 89-91	0.6	