

Paul Chad

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5905131/publications.pdf>

Version: 2024-02-01

10
papers

163
citations

1683354

5
h-index

1372195

10
g-index

10
all docs

10
docs citations

10
times ranked

113
citing authors

#	ARTICLE	IF	CITATIONS
1	Development of a Market Orientation Research Agenda for the Nonprofit Sector. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2013, 25, 1-27.	0.9	45
2	The Use of Team-Based Learning as an Approach to Increased Engagement and Learning for Marketing Students. <i>Journal of Marketing Education</i> , 2012, 34, 128-139.	1.6	42
3	Implementing market orientation in charities. <i>Marketing Theory</i> , 2013, 13, 303-322.	1.7	17
4	Organizational change within charities: improved performance via introduction of market orientation and other strategic orientations. <i>International Review on Public and Nonprofit Marketing</i> , 2014, 11, 89-113.	1.3	14
5	Utilising a change management perspective to examine the implementation of corporate rebranding in a non-profit SME. <i>Journal of Brand Management</i> , 2015, 22, 569-587.	2.0	11
6	A Praxis Framework for Implementing Market Orientation Into Charities. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2013, 25, 28-55.	0.9	10
7	Bringing Marketing into Nonprofit Organisations: A Managerial Nightmare!. <i>Australasian Marketing Journal</i> , 2014, 22, 342-349.	3.5	8
8	Corporate Rebranding: An Employee-Focused Nonprofit Case Study. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2016, 28, 327-350.	0.9	8
9	Extending the Use of Market Orientation: Transforming a Charity into a Business. <i>Australasian Marketing Journal</i> , 2013, 21, 10-16.	3.5	7
10	Equitable Work-integrated-Learning: Using Practical Simulations in University Marketing Subjects. <i>Australasian Marketing Journal</i> , 2020, 28, 119-127.	3.5	1