

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