

# Nicholas Ashill

## 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.

55  
papers

1,642  
citations

21  
h-index

40  
g-index

58  
ext. papers

1,999  
ext. citations

4.1  
avg, IF

5.17  
L-index

#	Paper	IF	Citations
55	The Determinants of Students' Perceived Learning Outcomes and Satisfaction in University Online Education: An Empirical Investigation*. <i>Decision Sciences Journal of Innovative Education</i> , <b>2006</b> , 4, 215-235	1.2	374
54	The Role of Customer Orientation as a Moderator of the Job Demand-Burnout-Performance Relationship: A Surface-Level Trait Perspective. <i>Journal of Retailing</i> , <b>2009</b> , 85, 480-492	6.5	177
53	The Determinants of Students' Perceived Learning Outcomes and Satisfaction in University Online Education: An Update*. <i>Decision Sciences Journal of Innovative Education</i> , <b>2016</b> , 14, 185-215	1.2	99
52	Service Worker Burnout and Turnover Intentions: Roles of Person-Job Fit, Servant Leadership, and Customer Orientation. <i>Services Marketing Quarterly</i> , <b>2011</b> , 32, 17-31	1	93
51	The Effect of Management Commitment to Service Quality on Frontline Employees' Job Attitudes, Turnover Intentions and Service Recovery Performance in a New Public Management Context. <i>Journal of Strategic Marketing</i> , <b>2008</b> , 16, 437-462	2.7	87
50	Burnout processes in non-clinical health service encounters. <i>Journal of Business Research</i> , <b>2011</b> , 64, 1116-1127	6.1	61
49	Effects of Entrepreneurial and Environmental Sustainability Orientations on Firm Performance: A Study of Small Businesses in the Philippines. <i>Journal of Small Business Management</i> , <b>2017</b> , 55, 163-178	3	56
48	Measuring State, Effect, and Response Uncertainty: Theoretical Construct Development and Empirical Validation. <i>Journal of Management</i> , <b>2010</b> , 36, 1278-1308	8.8	52
47	Management commitment to service quality and service recovery performance. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , <b>2010</b> , 4, 84-103	1.3	49
46	Relationship quality and satisfaction: Customer-perceived success factors for on-time projects. <i>International Journal of Project Management</i> , <b>2015</b> , 33, 1836-1850	7.6	45
45	A System's View of E-Learning Success Model. <i>Decision Sciences Journal of Innovative Education</i> , <b>2018</b> , 16, 42-76	1.2	40
44	Customer attitudes of stayers and defectors in B2B services: Are they really different?. <i>Industrial Marketing Management</i> , <b>2011</b> , 40, 805-815	6.9	39
43	The role of information technology in e-learning systems success. <i>Human Systems Management</i> , <b>2012</b> , 31, 147-163	1.9	31
42	An Exploratory Study into the Impact of Components of Brand Equity and Country of Origin Effects on Purchase Intention. <i>Journal of Asia-Pacific Business</i> , <b>2004</b> , 5, 27-43	1.1	31
41	The internet dilemma: An exploratory study of luxury firms' usage of internet-based technologies. <i>Journal of Retailing and Consumer Services</i> , <b>2018</b> , 41, 37-47	8.5	31
40	Measuring internet product purchase risk. <i>European Journal of Marketing</i> , <b>2011</b> , 45, 1130-1151	4.4	29
39	Customer perceptions of frontline employee service delivery: A study of Russian bank customer satisfaction and behavioural intentions. <i>Journal of Retailing and Consumer Services</i> , <b>2016</b> , 30, 212-221	8.5	27

38	Value drivers and adventure tourism. <i>Journal of Service Theory and Practice</i> , <b>2017</b> , 27, 102-122	3.1	25
37	The relationship between job demand stressors, service recovery performance and job outcomes in a state-owned enterprise. <i>Journal of Retailing and Consumer Services</i> , <b>2008</b> , 15, 22-31	8.5	24
36	The effects of the external environment on marketing decision-maker uncertainty. <i>Journal of Marketing Management</i> , <b>2014</b> , 30, 268-294	3.2	23
35	Market intelligence and NPD success: a study of technology intensive companies in Finland. <i>Marketing Intelligence and Planning</i> , <b>2011</b> , 29, 556-576	3.2	23
34	Drivers of user loyalty intention and commitment to a search engine: An exploratory study. <i>Journal of Retailing and Consumer Services</i> , <b>2018</b> , 44, 71-81	8.5	19
33	Transferring knowledge for organisational customers by knowledge intensive business service marketing firms. <i>Marketing Intelligence and Planning</i> , <b>2013</b> , 31, 421-442	3.2	19
32	How is value perceived by children?. <i>Journal of Business Research</i> , <b>2016</b> , 69, 5875-5885	8.7	19
31	Institutional and resource configurations associated with different SME foreign market entry modes. <i>Industrial Marketing Management</i> , <b>2017</b> , 66, 130-144	6.9	14
30	The influence of gender roles in the drivers of luxury consumption for women: Insights from the gulf region. <i>Journal of Retailing and Consumer Services</i> , <b>2019</b> , 51, 165-175	8.5	13
29	The spillover effect of downward line extensions on U.S. consumers' evaluation of a French luxury parent brand: The role of branding strategies, authenticity, and fit. <i>Psychology and Marketing</i> , <b>2018</b> , 35, 740-751	3.9	13
28	Entrepreneurial orientation and performance of microenterprises in an emerging economy. <i>Journal of Strategic Marketing</i> , <b>2014</b> , 22, 631-656	2.7	13
27	Toward a contingency theory of CRM adoption. <i>Journal of Strategic Marketing</i> , <b>2017</b> , 25, 454-474	2.7	9
26	Coping with stress: A study of retail banking service workers in Russia. <i>Journal of Retailing and Consumer Services</i> , <b>2015</b> , 23, 58-69	8.5	9
25	Defining the Domain of Perceived Environmental Uncertainty: An Exploratory Study of Senior Marketing Executives. <i>Journal of Marketing Management</i> , <b>2001</b> , 17, 543-558	3.2	8
24	Cell phone product-market segments using product features as a cluster variate: a multi-country study. <i>Journal of Strategic Marketing</i> , <b>2013</b> , 21, 101-124	2.7	7
23	The Effects of Experience on Managerial Decision-Making Uncertainty. <i>Journal of General Management</i> , <b>2013</b> , 39, 81-110	1.3	7
22	Economic Accountability in the Context of Local Governance in the Philippines: A Structural Equation Modelling Approach. <i>Asia Pacific Journal of Public Administration</i> , <b>2009</b> , 31, 17-37	0.9	7
21	The effects of social ties on innovation behavior and new product performance in emerging economies: evidence from Turkey. <i>Journal of Business and Industrial Marketing</i> , <b>2020</b> , 35, 699-719	3	7

20	The impact of expatriates' home country culture on their time to proficiency: empirical evidence from the Indian context. <i>Journal of Developing Areas</i> , <b>2016</b> , 50, 401-422	1.1	7
19	The impact of hospital customer orientation on burnout of public hospital service workers in New Zealand. <i>Journal of Strategic Marketing</i> , <b>2015</b> , 23, 189-208	2.7	6
18	Considering implementing major strategic change?. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , <b>2009</b> , 3, 258-278	1.3	6
17	Sophisticated, iconic and magical: A qualitative analysis of brand charisma. <i>Journal of Retailing and Consumer Services</i> , <b>2019</b> , 49, 102-113	8.5	5
16	Scared Stiff? The Effectiveness of Threat Appeals in Counseling Services Advertising to High-Anxiety Students. <i>Psychology and Marketing</i> , <b>2013</b> , 30, 874-890	3.9	5
15	Value in a multiple perspective view of sports sponsorship. <i>International Journal of Sport Management and Marketing</i> , <b>2008</b> , 3, 184	0.4	5
14	Drivers of Patients' Trusts in Doctors: A Study of Private Healthcare in Pakistan. <i>International Journal of Healthcare Management</i> , <b>2014</b> , 7, 237-246	1.4	4
13	Using the fuzzy multicriteria decision making approach to evaluate brand equity: a study of privatized firms. <i>Journal of Product and Brand Management</i> , <b>2019</b> , 29, 335-354	4.3	4
12	Drivers of contract renewal in international B2B services: a firm-level analysis. <i>Marketing Intelligence and Planning</i> , <b>2017</b> , 35, 358-376	3.2	3
11	Understanding the role of frontline employee felt obligation in services. <i>Service Industries Journal</i> , <b>2020</b> , 1-29	5.7	3
10	Factors influencing boundary spanner stress and subsequent managerial intervention: an exploratory investigation. <i>Journal of Strategic Marketing</i> , <b>2001</b> , 9, 269-284	2.7	3
9	Creating competitive advantage using the Internet in primary sector industries. <i>Journal of Strategic Marketing</i> , <b>1998</b> , 6, 257-272	2.7	3
8	Personality trait determinants of frontline employee customer orientation and job performance: a Russian study. <i>International Journal of Bank Marketing</i> , <b>2020</b> , 38, 1215-1234	4	3
7	Children's Perceived Value: Conceptualization, Scale Development, and Validation. <i>Journal of Retailing</i> , <b>2021</b> , 97, 301-315	6.5	3
6	Launch Effort and NPD Success: A Study of Technology Intensive Companies in Finland. <i>International Journal of Innovation and Technology Management</i> , <b>2014</b> , 11, 1450024	1.1	1
5	Understanding organization-customer links in a service setting in Russia. <i>Journal of Retailing and Consumer Services</i> , <b>2022</b> , 66, 102949	8.5	0
4	Retail shopping at airports: Making travellers buy again. <i>Journal of Business Research</i> , <b>2021</b> , 137, 293-307	7.7	0
3	Return on marketing investment: the new marketing paradigm. <i>Journal of Strategic Marketing</i> , <b>2007</b> , 15, 375-376	2.7	

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| 2 | Branding governance in international recurring sports events: the World Rugby Sevens Series. <i>European Sport Management Quarterly</i> , 1-23 | 1.9 |
| 1 | Dynamic and Ordinary Capabilities: A Project Management Perspective. <i>IEEE Transactions on Engineering Management</i> , 2020, 1-14           | 2.6 |