

# Ben Wooliscroft

## 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.

39  
papers

747  
citations

15  
h-index

26  
g-index

48  
ext. papers

872  
ext. citations

4.1  
avg, IF

4.86  
L-index

#	Paper	IF	Citations
39	Sustainable Market Orientation: A New Approach to Managing Marketing Strategy. <i>Journal of Macromarketing</i> , <b>2010</b> , 30, 160-170	1.9	110
38	The energy cultures framework: Exploring the role of norms, practices and material culture in shaping energy behaviour in New Zealand. <i>Energy Research and Social Science</i> , <b>2015</b> , 7, 117-123	7.7	92
37	Measuring the impact of accounting journals using Google Scholar and the g-index. <i>British Accounting Review</i> , <b>2009</b> , 41, 227-239	3.4	64
36	How international are the top academic journals? The case of marketing. <i>European Business Review</i> , <b>2006</b> , 18, 422-436	13.1	49
35	Emerging energy transitions: PV uptake beyond subsidies. <i>Technological Forecasting and Social Change</i> , <b>2017</b> , 117, 138-150	9.5	47
34	Brands Defined as Semiotic Marketing Systems. <i>Journal of Macromarketing</i> , <b>2015</b> , 35, 287-301	1.9	45
33	Diffusion of innovation: The case of ethical tourism behavior. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2718-2720;39	13.1	39
32	Applying sustainability in national park management: balancing public and private interests using a sustainable market orientation model. <i>Journal of Sustainable Tourism</i> , <b>2013</b> , 21, 695-715	5.7	26
31	The Hierarchy of Ethical Consumption Behavior: The Case of New Zealand. <i>Journal of Macromarketing</i> , <b>2014</b> , 34, 57-72	1.9	26
30	Growth, Excess and Opportunities: Marketing Systems Contributions to Society. <i>Journal of Macromarketing</i> , <b>2018</b> , 38, 355-363	1.9	23
29	Authenticity: A Macromarketing Perspective. <i>Journal of Macromarketing</i> , <b>2014</b> , 34, 73-79	1.9	21
28	Effectuation and internationalisation: a review and agenda for future research. <i>Small Business Economics</i> , <b>2020</b> , 55, 777-811	5.3	20
27	Contrasting approaches to fuel poverty in New Zealand. <i>Energy Policy</i> , <b>2015</b> , 81, 38-42	7.2	19
26	Assessing international journal impact: the case of marketing. <i>European Business Review</i> , <b>2012</b> , 24, 58-87;13.1	13.1	19
25	Well-Being and Everyday Ethical Consumption. <i>Journal of Happiness Studies</i> , <b>2019</b> , 20, 141-163	3.7	15
24	Macromarketing and the Systems Imperative. <i>Journal of Macromarketing</i> , <b>2021</b> , 41, 116-123	1.9	12
23	Ethical behaviour on holiday and at home: combining behaviour in two contexts. <i>Journal of Sustainable Tourism</i> , <b>2017</b> , 25, 589-604	5.7	11

22	A cross-cultural application of the Affective Response to Consumption scale: Investigating US-American and Austrian passengers on long-haul flights. <i>Journal of Business Research</i> , <b>2013</b> , 66, 765-770	8.7	11
21	Introduction to the Special Issue on Research Methodologies for Macromarketing: Macromarketing Research; It's Not Rocket Science It's Much Harder. <i>Journal of Macromarketing</i> , <b>2016</b> , 36, 8-10	1.9	9
20	Ethical Holiday Behavior, Wellbeing and Orientations to Happiness. <i>Applied Research in Quality of Life</i> , <b>2016</b> , 11, 83-103	2.3	8
19	Improving conditions for potential New Zealand cyclists: An application of conjoint analysis. <i>Transportation Research, Part A: Policy and Practice</i> , <b>2014</b> , 69, 11-19	3.7	6
18	Part of Me: National Parks Integration Into the Extended Self of Domestic Tourists. <i>Journal of Hospitality Marketing and Management</i> , <b>2014</b> , 23, 360-379	6.4	5
17	Teaching the history of marketing theory. <i>Journal of Historical Research in Marketing</i> , <b>2010</b> , 2, 467-478	0.3	5
16	Development of key policy recommendations for active transport in New Zealand: A multi-sector and multidisciplinary endeavour. <i>Journal of Transport and Health</i> , <b>2020</b> , 18, 100859	3	5
15	The acceptance of wind energy in a leading country and low deployment country of wind energy: A cross-national comparative analysis. <i>Renewable Energy Focus</i> , <b>2018</b> , 27, 111-119	5.4	5
14	The Times (and Brands) are a Changing: A Response to Gaski's Commentary. <i>Journal of Macromarketing</i> , <b>2015</b> , 35, 391-396	1.9	4
13	Human nature and the marketing concept. <i>Marketing Theory</i> , <b>2004</b> , 4, 311-326	2.5	4
12	Climate change and world heritage: a cross-border analysis of the Sundarbans (Bangladesh/India). <i>Journal of Policy Research in Tourism, Leisure and Events</i> , <b>2019</b> , 11, 196-219	1.2	4
11	Wroe Alderson a Life <b>2006</b> , 3-32		4
10	Macromarketing the Time is Now. <i>Journal of Macromarketing</i> , <b>2020</b> , 40, 153-155	1.9	3
9	Health, vulnerability, and energy: Assessing energy markets and consumer agency in New Zealand. <i>Energy Research and Social Science</i> , <b>2016</b> , 19, 119-123	7.7	3
8	Marketing theory as history. <i>Marketing Theory</i> , <b>2011</b> , 11, 499-501	2.5	3
7	Brand Externalities: A Taxonomy. <i>Journal of Macromarketing</i> , <b>2021</b> , 41, 356-372	1.9	3
6	Social Consequences of Nascent Markets: Emergence and Growth of Begging in 1859-1880 Denver. <i>Journal of Macromarketing</i> , <b>2020</b> , 40, 237-249	1.9	2
5	Sports fans and psychological ownership: the team as a cultural institution. <i>Asia Pacific Journal of Sport and Social Science</i> , <b>2015</b> , 4, 144-166		2

4	Risky products in movies: a special type of the embedded message requiring special treatment?. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , <b>2012</b> , 17, 334-340	0.6	2
3	An investigation of sustainable consumption behavior systems [Exploring personal and socio-structural characteristics in different national contexts. <i>Journal of Business Research</i> , <b>2022</b> , 148, 161-173	8.7	2
2	Special Issue on Research Methodologies for Macromarketing: Journal of Macromarketing, March 2016. <i>Journal of Macromarketing</i> , <b>2014</b> , 34, 104-104	1.9	
1	A Select List of Authors Who Have Commented on Aldersonian Marketing Thought <b>2006</b> , 561-571		