

# Deon C Nel

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6436279/publications.pdf>

Version: 2024-02-01

19  
papers

459  
citations

1163117

8  
h-index

839539

18  
g-index

19  
all docs

19  
docs citations

19  
times ranked

322  
citing authors

#	ARTICLE	IF	CITATIONS
1	Going with the flow: Web sites and customer involvement. <i>Internet Research</i> , 1999, 9, 109-116.	4.9	121
2	An examination of the ethical beliefs of managers using selected scenarios in a cross-cultural environment. <i>Journal of Business Ethics</i> , 1992, 11, 29-35.	6.0	100
3	Role of the market maven in retailing: A general marketplace influencer. <i>Journal of Business and Psychology</i> , 1995, 10, 31-55.	4.0	71
4	Eleven years of scholarly research in the <i>Journal of Services Marketing</i> . <i>Journal of Services Marketing</i> , 2011, 25, 4-13.	3.0	31
5	Pharmaceutical Promotion Tools – Their Relative Importance. <i>European Journal of Marketing</i> , 1988, 22, 7-14.	2.9	22
6	Fifteen Good Years. <i>Management International Review</i> , 2009, 49, 671-684.	3.3	20
7	The social media faces of major global financial service brands. <i>Journal of Financial Services Marketing</i> , 2011, 16, 220-229.	3.4	19
8	Business ethics: Defining the twilight zone. <i>Journal of Business Ethics</i> , 1989, 8, 781-791.	6.0	18
9	Big Five personality traits and financial salesperson performance: An application of Chernoff faces. <i>Journal of Financial Services Marketing</i> , 2014, 19, 146-154.	3.4	9
10	Brand Management and Strategic Performance. <i>Journal of African Business</i> , 2007, 8, 27-40.	2.4	8
11	The biotechnology and marketing interface: Functional integration using mechanistic and holographic responses to environmental turbulence. <i>Journal of Commercial Biotechnology</i> , 2008, 14, 213-224.	0.4	8
12	Using Chernoff faces to portray service quality data. <i>Journal of Marketing Management</i> , 1994, 10, 247-255.	2.3	7
13	Personal acquaintances and salespeople in financial services: Differences between customers and friends. <i>Journal of Financial Services Marketing</i> , 2009, 14, 26-39.	3.4	6
14	A sweet face man: using Chernoff faces to portray social media wine brand images. <i>International Journal of Wine Business Research</i> , 2012, 24, 183-195.	2.0	6
15	Reaching and influencing consumers in the prescription medicine market. <i>Marketing Intelligence and Planning</i> , 2009, 27, 909-925.	3.5	5
16	Let's face it: using Chernoff faces to portray social media brand image. <i>Corporate Ownership and Control</i> , 2014, 11, 609-615.	1.0	3
17	Global text project: new horizons in textbook marketing. <i>Marketing Intelligence and Planning</i> , 2009, 27, 297-307.	3.5	2
18	Corporate governance and business ethics: Pictures of the policies. <i>Corporate Ownership and Control</i> , 2008, 6, 246-254.	1.0	2

#	ARTICLE	IF	CITATIONS
19	The "ICON" archetype. Marketing Intelligence and Planning, 2007, 25, 157-174.	3.5	1