

Nic S Terblanche

List of Publications by Year in descending order

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Version: 2024-02-01

48
papers

731
citations

623188

14
h-index

552369

26
g-index

51
all docs

51
docs citations

51
times ranked

694
citing authors

#	ARTICLE	IF	CITATIONS
1	Revisiting the supermarket in-store customer shopping experience. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 48-59.	5.3	131
2	Generation Y and sparkling wines: a cross-cultural perspective. <i>International Journal of Wine Business Research</i> , 2011, 23, 161-175.	1.0	81
3	How far can luxury brands travel? Avoiding the pitfalls of luxury brand extension. <i>Business Horizons</i> , 2009, 52, 187-197.	3.4	64
4	Dimensions of Relationship Marketing in Business-to-Business Financial Services. <i>International Journal of Market Research</i> , 2010, 52, 373-392.	2.8	51
5	The antecedents of relationship commitment in the management of relationships in business-to-business (B2B) financial services. <i>Journal of Marketing Management</i> , 2008, 24, 997-1010.	1.2	47
6	Who Receives What? The Influence of the Donation Magnitude and Donation Recipient in Cause-Related Marketing. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2012, 24, 141-160.	0.9	40
7	Some theoretical perspectives of co-creation and co-production of value by customers. <i>Acta Commercii</i> , 2014, 14, .	0.1	34
8	Race and attitude formation in HIV/Aids fear advertising. <i>Journal of Business Research</i> , 2010, 63, 121-125.	5.8	28
9	Antecedents and consequences of consumer ethnocentrism: evidence from South Africa. <i>International Journal of Emerging Markets</i> , 2017, 12, 199-218.	1.3	26
10	Customer Experiences, Interactions, Relationships and Corporate Reputation: A Conceptual Approach. <i>Journal of General Management</i> , 2009, 35, 5-17.	0.8	23
11	Customers'™ Perceived Benefits of a Frequent-Flyer Program. <i>Journal of Travel and Tourism Marketing</i> , 2015, 32, 199-210.	3.1	22
12	The Antecedents of Trust in Business-to-Business Financial Services. <i>Journal of Business-to-Business Marketing</i> , 2011, 18, 188-213.	0.8	21
13	You cannot run or hide from social media"ask a politician. <i>Journal of Public Affairs</i> , 2011, 11, 156-167.	1.7	19
14	Measuring Consumer Ethnocentrism in a Developing Context: An Assessment of the Reliability, Validity and Dimensionality of the CETSCALE. <i>Journal of Transnational Management</i> , 2013, 18, 204-218.	0.5	18
15	Validation of the Customer-Based Corporate Reputation Scale in a Retail Context. <i>International Journal of Market Research</i> , 2014, 56, 655-671.	2.8	14
16	New pharmaceutical product development: Barriers to overcome and opportunities to exploit. <i>Journal of Commercial Biotechnology</i> , 2008, 14, 201-212.	0.2	11
17	HIV/Aids marketing communication and the role of fear, efficacy, and cultural characteristics in promoting social change. <i>Journal of Public Affairs</i> , 2011, 11, 279-286.	1.7	10
18	An exploratory study of urban South African consumers'™ perceptions of wine and wine consumption: focus on social, emotional, and functional factors. <i>Journal of Wine Research</i> , 2019, 30, 179-203.	0.9	10

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19	Old world and new world wine concepts of terroir and wine: perspectives of three renowned non-French wine makers. <i>Journal of Wine Research</i> , 2019, 30, 122-143.	0.9	10
20	The influence of cause-related marketing campaign structural elements on consumers' cognitive and affective attitudes and purchase intention. <i>International Review on Public and Nonprofit Marketing</i> , 2023, 20, 193-223.	1.3	10
21	Demographics and consumer ethnocentrism in a developing context: A South African study. <i>South African Journal of Economic and Management Sciences</i> , 2014, 17, 412-426.	0.4	9
22	The Need for a Marketing Reform: The Wines of the Loire Region. <i>Journal of International Food and Agribusiness Marketing</i> , 2008, 20, 113-138.	1.0	7
23	The perceived value and perceived benefits experienced by customers using travel agents. <i>South African Journal of Business Management</i> , 2018, 49, .	0.3	7
24	Studies on Customer-Based Corporate Reputation Scales: Some Application Guidelines for Emerging Markets. <i>Journal of Transnational Management</i> , 2015, 20, 257-271.	0.5	6
25	Exploring an in-store customer journey for customers shopping for outdoor apparel. <i>Journal of Retailing and Consumer Services</i> , 2021, 63, 102722.	5.3	5
26	Factors influencing restaurateurs' choice of wines and wine lists: A replication study in a South African context. <i>Acta Commercii</i> , 2019, 19, .	0.1	5
27	Measuring word-of-mouth activity after a service encounter: are we measuring what customers communicate?. <i>Service Business</i> , 2016, 10, 283-299.	2.2	4
28	The influence of value on loyalty in the supermarket industry. <i>Acta Oeconomica</i> , 2013, 63, 185-200.	0.2	3
29	Corporate governance and business ethics: Pictures of the policies. <i>Corporate Ownership and Control</i> , 2008, 6, 246-254.	0.5	2
30	The Performing Arts and Marketing: Concepts and challenges. <i>South African Theatre Journal</i> , 2003, 17, 153-176.	0.3	1
31	The Performing Arts and Selected Relationship Marketing Strategies. <i>South African Theatre Journal</i> , 2004, 18, 8-30.	0.3	1
32	Good idea, bad idea: A study of young adults' opinions on anti-drunken driving campaigns. <i>Communicatio</i> , 2009, 35, 119-137.	0.2	1
33	A study of customer commitment through the use of the conversion model in the South African motor vehicle industry. <i>South African Journal of Economic and Management Sciences</i> , 2012, 11, 69-84.	0.4	1
34	Cause-Related Marketing in South Africa: The Influence of Structural Campaign Elements. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 143-147.	0.1	1
35	Innovations in Social Marketing and Public Health Communication: Improving the Quality of Life for Individuals and Communities. <i>Applying Quality of Life Research</i> , 2015, , 173-183.	0.3	1
36	The Role of Trust in Relationship Marketing in Business-to-Business Financial Services. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 209-213.	0.1	1

#	ARTICLE	IF	CITATIONS
37	Customer Involvement, Retail Mix Elements and Customer Loyalty in Two Diverse Retail Environments. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2017, , 795-804.	0.1	1
38	Racial Perceptions in Social Marketing: The Function of Fear and Efficacy in HIV/Aids Communication. , 2010, , 111-125.		1
39	Dimensions of relationship marketing in business-to-business financial services. <i>International Journal of Market Research</i> , 2011, 52, 373.	2.8	1
40	Reconsidering the measures of shareholders value: a conceptual overview. <i>Corporate Ownership and Control</i> , 2008, 5, 9-14.	0.5	1
41	Franchising: The business strategy that changed the world. <i>Journal of Retailing and Consumer Services</i> , 1997, 4, 141-143.	5.3	0
42	Case Commentary. <i>Journal of Medical Marketing</i> , 2008, 8, 177-178.	0.2	0
43	A marketing perspective on the impact of financial and non-financial measures on shareholder value. <i>South African Journal of Economic and Management Sciences</i> , 2013, 16, 216-230.	0.4	0
44	A change in tolerance towards stree trading in South Africa: a comparative study of three cities. <i>Africa Insight</i> , 2004, 33, .	0.1	0
45	New pharmaceutical product development: Barriers to overcome and opportunities to exploit. <i>Journal of Commercial Biotechnology</i> , 2008, 14, .	0.2	0
46	The Impact of Personality Differences on Efficacy, Attitude and Behavioural Intention in HIV/AIDS Fear Appeal Advertising. , 2011, , 119-129.		0
47	The Relationship between Store Performance and Store Managersâ€™ Perceptions of their Customer Services. <i>Journal of Euromarketing</i> , 2014, 23, 5-18.	0.0	0
48	Considerations When Marketing Scales from Developed Countries Are Utilised for Marketing Research in Emerging Markets. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 47-57.	0.1	0