

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	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
2	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
3	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
4	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
5	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
6	Revisiting the supermarket in-store customer shopping experience. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 48-59.	5.3	131
7	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
8	Antecedents and consequences of consumer ethnocentrism: evidence from South Africa. <i>International Journal of Emerging Markets</i> , 2017, 12, 199-218.	1.3	26
9	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
10	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
11	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
12	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
13	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
14	Customers' Perceived Benefits of a Frequent-Flyer Program. <i>Journal of Travel and Tourism Marketing</i> , 2015, 32, 199-210.	3.1	22
15	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
16	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
17	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
18	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

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19	Some theoretical perspectives of co-creation and co-production of value by customers. Acta Commercii, 2014, 14, .	0.1	34
20	The Relationship between Store Performance and Store Managersâ€™ Perceptions of their Customer Services. Journal of Euromarketing, 2014, 23, 5-18.	0.0	0
21	Measuring Consumer Ethnocentrism in a Developing Context: An Assessment of the Reliability, Validity and Dimensionality of the CETSCALE. Journal of Transnational Management, 2013, 18, 204-218.	0.5	18
22	The influence of value on loyalty in the supermarket industry. Acta Oeconomica, 2013, 63, 185-200.	0.2	3
23	A marketing perspective on the impact of financial and non-financial measures on shareholder value. South African Journal of Economic and Management Sciences, 2013, 16, 216-230.	0.4	0
24	Who Receives What? The Influence of the Donation Magnitude and Donation Recipient in Cause-Related Marketing. Journal of Nonprofit and Public Sector Marketing, 2012, 24, 141-160.	0.9	40
25	A study of customer commitment through the use of the conversion model in the South African motor vehicle industry. South African Journal of Economic and Management Sciences, 2012, 11, 69-84.	0.4	1
26	The Antecedents of Trust in Business-to-Business Financial Services. Journal of Business-to-Business Marketing, 2011, 18, 188-213.	0.8	21
27	You cannot run or hide from social mediaâ€™ask a politician. Journal of Public Affairs, 2011, 11, 156-167.	1.7	19
28	HIV/Aids marketing communication and the role of fear, efficacy, and cultural characteristics in promoting social change. Journal of Public Affairs, 2011, 11, 279-286.	1.7	10
29	Generation Y and sparkling wines: a cross-cultural perspective. International Journal of Wine Business Research, 2011, 23, 161-175.	1.0	81
30	Dimensions of relationship marketing in business-to-business financial services. International Journal of Market Research, 2011, 52, 373.	2.8	1
31	The Impact of Personality Differences on Efficacy, Attitude and Behavioural Intention in HIV/AIDS Fear Appeal Advertising. , 2011, , 119-129.		0
32	Dimensions of Relationship Marketing in Business-to-Business Financial Services. International Journal of Market Research, 2010, 52, 373-392.	2.8	51
33	Race and attitude formation in HIV/Aids fear advertising. Journal of Business Research, 2010, 63, 121-125.	5.8	28
34	Racial Perceptions in Social Marketing: The Function of Fear and Efficacy in HIV/Aids Communication. , 2010, , 111-125.		1
35	How far can luxury brands travel? Avoiding the pitfalls of luxury brand extension. Business Horizons, 2009, 52, 187-197.	3.4	64
36	Good idea, bad idea: A study of young adultsâ€™ opinions on anti-drunken driving campaigns. Communicatio, 2009, 35, 119-137.	0.2	1

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37	Customer Experiences, Interactions, Relationships and Corporate Reputation: A Conceptual Approach. Journal of General Management, 2009, 35, 5-17.	0.8	23
38	Case Commentary. Journal of Medical Marketing, 2008, 8, 177-178.	0.2	0
39	The antecedents of relationship commitment in the management of relationships in business-to-business (B2B) financial services. Journal of Marketing Management, 2008, 24, 997-1010.	1.2	47
40	The Need for a Marketing Reform: The Wines of the Loire Region. Journal of International Food and Agribusiness Marketing, 2008, 20, 113-138.	1.0	7
41	New pharmaceutical product development: Barriers to overcome and opportunities to exploit. Journal of Commercial Biotechnology, 2008, 14, 201-212.	0.2	11
42	Corporate governance and business ethics: Pictures of the policies. Corporate Ownership and Control, 2008, 6, 246-254.	0.5	2
43	Reconsidering the measures of shareholders value: a conceptual overview. Corporate Ownership and Control, 2008, 5, 9-14.	0.5	1
44	New pharmaceutical product development: Barriers to overcome and opportunities to exploit. Journal of Commercial Biotechnology, 2008, 14, .	0.2	0
45	The Performing Arts and Selected Relationship Marketing Strategies. South African Theatre Journal, 2004, 18, 8-30.	0.3	1
46	A change in tolerance towards stree trading in South Africa: a comparative study of three cities. Africa Insight, 2004, 33, .	0.1	0
47	The Performing Arts and Marketing: Concepts and challenges. South African Theatre Journal, 2003, 17, 153-176.	0.3	1
48	Franchising: The business strategy that changed the world. Journal of Retailing and Consumer Services, 1997, 4, 141-143.	5.3	0