

Cheryl Leo

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7034452/publications.pdf>

Version: 2024-02-01

16
papers

553
citations

758635

12
h-index

887659

17
g-index

17
all docs

17
docs citations

17
times ranked

444
citing authors

#	ARTICLE	IF	CITATIONS
1	Cross-cultural differences in consumer decision-making styles. <i>Cross Cultural Management</i> , 2005, 12, 32-62.	1.2	103
2	When and why do social resources influence employee advocacy? The role of personal investment and perceived recognition. <i>Journal of Business Research</i> , 2018, 82, 260-268.	5.8	56
3	Moderating teen drinking: combining social marketing and education. <i>Health Education</i> , 2013, 113, 392-406.	0.4	48
4	Differential segmentation responses to an alcohol social marketing program. <i>Addictive Behaviors</i> , 2015, 49, 68-77.	1.7	47
5	Investigating the impact of guilt and shame proneness on consumer ethics: a cross national study. <i>International Journal of Consumer Studies</i> , 2016, 40, 2-13.	7.2	44
6	Maintaining or changing a drinking behavior? GOKA's short-term outcomes. <i>Journal of Business Research</i> , 2015, 68, 2155-2163.	5.8	41
7	One Size (Never) Fits All: Segment Differences Observed Following a School-Based Alcohol Social Marketing Program. <i>Journal of School Health</i> , 2015, 85, 251-259.	0.8	36
8	Developing a multidimensional scale of customer-oriented deviance (COD). <i>Journal of Business Research</i> , 2014, 67, 1218-1225.	5.8	31
9	The beginning of value co-creation: understanding dynamics, efforts and betterment. <i>Journal of Service Theory and Practice</i> , 2017, 27, 1145-1166.	1.9	31
10	Investigating Customer-Oriented Deviance (COD) from a frontline employee's perspective. <i>Journal of Marketing Management</i> , 2012, 28, 865-886.	1.2	28
11	A Hierarchy-of-Effects Approach to Designing a Social Marketing Game. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2016, 28, 105-128.	0.9	23
12	Exploring value destruction in social marketing services. <i>Journal of Social Marketing</i> , 2017, 7, 405-422.	1.3	22
13	Social Marketing Customer Orientation: A Conceptualization, Typology, and Conceptual Framework. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2013, 25, 56-80.	0.9	15
14	Why do good people do bad things? The effect of ethical ideology, guilt proneness, and self-control on consumer ethics. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2017, 29, 1055-1078.	1.8	12
15	When enough is enough! Alcohol servers' refusal styles and key antecedents. <i>International Journal of Hospitality Management</i> , 2013, 35, 10-18.	5.3	11
16	Service system well-being: scale development and validation. <i>Journal of Service Management</i> , 2022, ahead-of-print, .	4.4	3