

Jodie Conduit

List of Publications by Year in descending order

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44
papers

2,472
citations

361296

20
h-index

265120

42
g-index

47
all docs

47
docs citations

47
times ranked

1765
citing authors

#	ARTICLE	IF	CITATIONS
1	(Re)Gaining Our Voice: Future of Marketing in Australasia. Australasian Marketing Journal, 2022, 30, 168-177.	3.5	14
2	Customer Engagement in Sport: An Updated Review and Research Agenda. Journal of Sport Management, 2022, 36, 289-304.	0.7	17
3	Customer engagement with service providers: an empirical investigation of customer engagement dispositions. European Journal of Marketing, 2022, 56, 1926-1955.	1.7	9
4	Driving enrolment intention through social media engagement: a study of Vietnamese prospective students. Higher Education Research and Development, 2021, 40, 1040-1055.	1.9	6
5	Engagement-driven institutionalization in market shaping: Synchronizing and stabilizing collective engagement. Industrial Marketing Management, 2021, 99, 69-78.	3.7	13
6	The past and future of marketing theory and practice: a tribute to the 50th anniversary of the Academy of Marketing Science. AMS Review, 2021, 11, 390-394.	1.1	2
7	Initiating actor engagement with novel products. Marketing Theory, 2020, 20, 299-319.	1.7	3
8	Market shaping dynamics: interplay of actor engagement and institutional work. Journal of Business and Industrial Marketing, 2020, 35, 1425-1439.	1.8	35
9	Engaging in times of COVID-19 and beyond: theorizing customer engagement through different paradigmatic lenses. Journal of Service Management, 2020, 31, 1163-1174.	4.4	46
10	How much is enough? The role of effort in market shaping. Journal of Business and Industrial Marketing, 2020, 35, 1441-1451.	1.8	5
11	Collective empowerment in online communities: conceptualization, scale refinement, and validation. Journal of Marketing Theory and Practice, 2020, 28, 301-317.	2.6	8
12	'First things first': The AMS Review "Sheth Foundation 2020 annual doctoral competition for conceptual articles. AMS Review, 2020, 10, 6-7.	1.1	1
13	Co-creating value in online innovation communities. European Journal of Marketing, 2019, 53, 1205-1233.	1.7	51
14	The Mediating Role of Brand Knowledge on Employees' Brand Citizenship Behaviour: Does Organizational Tenure Matter?. Australasian Marketing Journal, 2019, 27, 169-178.	3.5	18
15	Collective engagement in organizational settings. Industrial Marketing Management, 2019, 80, 11-23.	3.7	62
16	Social media engagement behavior. European Journal of Marketing, 2019, 53, 2213-2243.	1.7	228
17	Market Intelligence Dissemination Practices. Journal of Marketing, 2019, 83, 72-90.	7.0	27
18	Actor Engagement in Networks: Defining the Conceptual Domain. Journal of Service Research, 2019, 22, 173-188.	7.8	207

#	ARTICLE	IF	CITATIONS
19	Volunteer engagement: conceptual extensions and value-in-context outcomes. <i>Journal of Service Theory and Practice</i> , 2019, 29, 462-487.	1.9	11
20	Engagement within a service system: a fuzzy set analysis in a higher education setting. <i>Journal of Service Management</i> , 2018, 29, 422-442.	4.4	22
21	Social Brand Engagement: How Orientation Events Engage Students with the University. <i>Australasian Marketing Journal</i> , 2018, 26, 83-91.	3.5	15
22	Tracking the Evolution of Engagement Research: Illustration of Midrange Theory in the Service-Dominant Paradigm. , 2018, , 580-598.		6
23	Facilitating student interaction capabilities: the interplay of individual, group, and course-related factors. <i>Journal of Strategic Marketing</i> , 2017, 25, 114-127.	3.7	2
24	Branded marketing events: engaging Australian and French wine consumers. <i>Journal of Service Theory and Practice</i> , 2017, 27, 336-357.	1.9	12
25	Social media: communication strategies, engagement and future research directions. <i>International Journal of Wine Business Research</i> , 2017, 29, 2-19.	1.0	54
26	Engagement valence duality and spillover effects in online brand communities. <i>Journal of Service Theory and Practice</i> , 2017, 27, 877-897.	1.9	149
27	Transcending and bridging co-creation and engagement: conceptual and empirical insights. <i>Journal of Service Theory and Practice</i> , 2017, 27, 714-720.	1.9	19
28	Hedonic and eudaimonic well-being outcomes from co-creation roles: a study of vulnerable customers. <i>Journal of Services Marketing</i> , 2017, 31, 397-411.	1.7	83
29	Epilogue to the Special Issue and reflections on the future of engagement research. <i>Journal of Marketing Management</i> , 2016, 32, 586-594.	1.2	54
30	Strategic drivers, anticipated and unanticipated outcomes of customer engagement. <i>Journal of Marketing Management</i> , 2016, 32, 393-398.	1.2	127
31	Cocreation Culture in Health Care Organizations. <i>Journal of Service Research</i> , 2016, 19, 438-457.	7.8	49
32	Reputation in higher education: A fuzzy set analysis of resource configurations. <i>Journal of Business Research</i> , 2016, 69, 3087-3095.	5.8	86
33	Social media engagement behaviour: a uses and gratifications perspective. <i>Journal of Strategic Marketing</i> , 2016, 24, 261-277.	3.7	375
34	Engagement in online communities: implications for consumer price perceptions. <i>Journal of Strategic Marketing</i> , 2016, 24, 241-260.	3.7	16
35	Student Engagement: A Multiple Layer Phenomenon. , 2016, , 229-245.		18
36	Branded Marketing Events: A Proposed 'Experiential Needs-Based' Conceptual Framework. <i>Event Management</i> , 2015, 19, 381-390.	0.6	4

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37	The Impact of Corporate Volunteering on CSR Image: A Consumer Perspective. <i>Journal of Business Ethics</i> , 2015, 127, 643-659.	3.7	113
38	Balancing the act: the implications of jointly pursuing internal customer orientation and external customer orientation. <i>Journal of Marketing Management</i> , 2014, 30, 1320-1352.	1.2	20
39	Organisational Capabilities for Customer Participation in Health Care Service Innovation. <i>Australasian Marketing Journal</i> , 2014, 22, 179-188.	3.5	71
40	Keeping the faith! Drivers of participation in spiritually-based communities. <i>Journal of Business Research</i> , 2014, 67, 68-75.	5.8	20
41	Market orientation and marketing in nonprofit organizations. Indications for fundraising from Victoria. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2011, 16, 84-98.	0.5	23
42	How critical is internal customer orientation to market orientation?. <i>Journal of Business Research</i> , 2001, 51, 11-24.	5.8	301
43	Standardisation, centralisation and marketing in multinational companies. <i>International Business Review</i> , 1996, 5, 395-421.	2.6	41
44	Size and marketing centralization in multinational companies. <i>Journal of Market-Focused Management</i> , 1996, 1, 231.	0.3	1