

Rebekah Russell-Bennett

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

97
papers

2,495
citations

26
h-index

46
g-index

127
ext. papers

3,121
ext. citations

4.1
avg, IF

5.73
L-index

#	Paper	IF	Citations
97	Involvement, satisfaction, and brand loyalty in a small business services setting. <i>Journal of Business Research</i> , 2007 , 60, 1253-1260	8.7	203
96	Experience as a moderator of involvement and satisfaction on brand loyalty in a business-to-business setting 02-314R. <i>Industrial Marketing Management</i> , 2005 , 34, 97-107	6.9	197
95	A comparison of attitudinal loyalty measurement approaches. <i>Journal of Brand Management</i> , 2002 , 9, 193-209	3.3	164
94	Customer satisfaction should not be the only goal. <i>Journal of Services Marketing</i> , 2004 , 18, 514-523	4	126
93	A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets. <i>Journal of Product and Brand Management</i> , 2001 , 10, 25-37	4.3	104
92	The value of health and wellbeing: an empirical model of value creation in social marketing. <i>European Journal of Marketing</i> , 2013 , 47, 1504-1524	4.4	94
91	Cross-cultural differences in consumer decision-making styles. <i>Cross Cultural Management</i> , 2005 , 12, 32-62		75
90	Fresh ideas: services thinking for social marketing. <i>Journal of Social Marketing</i> , 2013 , 3, 223-238	2.4	73
89	A hierarchical model of social marketing. <i>Journal of Social Marketing</i> , 2015 , 5, 139-159	2.4	64
88	Can a text message a week improve breastfeeding?. <i>BMC Pregnancy and Childbirth</i> , 2014 , 14, 374	3.2	57
87	The Changing Experience of Australian Female Entrepreneurs. <i>Gender, Work and Organization</i> , 2000 , 7, 75-83	4.5	55
86	A social marketing approach to value creation in a well-women's health service. <i>Journal of Marketing Management</i> , 2011 , 27, 361-385	3.2	51
85	The brand loyalty life cycle: Implications for marketers. <i>Journal of Brand Management</i> , 2005 , 12, 250-263	3.3	48
84	Moderating teen drinking: combining social marketing and education. <i>Health Education</i> , 2013 , 113, 392-406		46
83	Shaping safe drinking cultures: evoking positive emotion to promote moderate-drinking behaviour. <i>International Journal of Consumer Studies</i> , 2015 , 39, 12-24	5.7	40
82	A tri-dimensional approach for auditing brand loyalty. <i>Journal of Brand Management</i> , 2010 , 17, 243-253	3.3	40
81	Differential segmentation responses to an alcohol social marketing program. <i>Addictive Behaviors</i> , 2015 , 49, 68-77	4.2	39

80	Linking perceived value of mobile marketing with the experiential consumption of mobile phones. <i>European Journal of Marketing</i> , 2012 , 46, 357-386	4.4	39
79	The impact of service failure on brand credibility. <i>Journal of Retailing and Consumer Services</i> , 2016 , 31, 62-71	8.5	39
78	Maintaining or changing a drinking behavior? GOKA's short-term outcomes. <i>Journal of Business Research</i> , 2015 , 68, 2155-2163	8.7	36
77	Designing gamified apps for sustainable consumption: A field study. <i>Journal of Business Research</i> , 2020 , 106, 377-387	8.7	35
76	Challenging the planned behavior approach in social marketing: emotion and experience matter. <i>European Journal of Marketing</i> , 2018 , 52, 837-865	4.4	32
75	Conceptualising Value Creation for Social Change Management. <i>Australasian Marketing Journal</i> , 2009 , 17, 211-218	5	30
74	Electronic games: can they create value for the moderate drinking brand?. <i>Journal of Social Marketing</i> , 2015 , 5, 258-278	2.4	28
73	Patient influences on satisfaction and loyalty for GP services. <i>Health Marketing Quarterly</i> , 2010 , 27, 195-214		28
72	Commentary: transformative service research and social marketing [Converging pathways to social change. <i>Journal of Services Marketing</i> , 2019 , 33, 633-642	4	25
71	Insights into the complexity of behaviours: the MOAB framework. <i>Journal of Social Marketing</i> , 2016 , 6, 412-427	2.4	24
70	Knowledge acquisition via internet-enabled platforms. <i>International Marketing Review</i> , 2019 , 36, 74-107	4.4	24
69	The social marketing theory-based (SMT) approach for designing interventions. <i>Journal of Social Marketing</i> , 2016 , 6, 18-40	2.4	23
68	Go with the flow! For gamification and sustainability marketing. <i>International Journal of Information Management</i> , 2021 , 61, 102305	16.4	22
67	How Does Serious M-Game Technology Encourage Low-Income Households To Perform Socially Responsible Behaviors?. <i>Psychology and Marketing</i> , 2017 , 34, 394-409	3.9	21
66	Designing gamified transformative and social marketing services. <i>Journal of Service Theory and Practice</i> , 2018 , 28, 26-51	3.1	21
65	Are households ready to engage with smart home technology?. <i>Journal of Marketing Management</i> , 2019 , 35, 1370-1400	3.2	21
64	Recognising emotional expressions of complaining customers. <i>European Journal of Marketing</i> , 2014 , 48, 1354-1374	4.4	20
63	Heart versus Mind: The Functions of Emotional and Cognitive Loyalty. <i>Australasian Marketing Journal</i> , 2010 , 18, 1-7	5	20

62	Developing a multidimensional scale of customer-oriented deviance (COD). <i>Journal of Business Research</i> , 2014 , 67, 1218-1225	8.7	18
61	Mum or Bub? Which Influences Breastfeeding Loyalty. <i>Australasian Marketing Journal</i> , 2012 , 20, 16-23	5	18
60	Commercial friendships between gay sales associates and straight female customers in luxury settings: A proposed theoretical framework. <i>Journal of Retailing and Consumer Services</i> , 2015 , 27, 179-186	8.5	17
59	Identifying the Key Sociocultural Influences on Drinking Behavior in High and Moderate Binge-Drinking Countries and the Public Policy Implications. <i>Journal of Public Policy and Marketing</i> , 2014 , 33, 93-107	3.8	17
58	Transformative gamification services for social behavior brand equity: a hierarchical model. <i>Journal of Service Theory and Practice</i> , 2019 , 29, 122-141	3.1	15
57	Designing a medicalized wellness service: balancing hospitality and hospital features. <i>Service Industries Journal</i> , 2017 , 37, 657-680	5.7	15
56	The role of affect in consumer evaluation of health care services. <i>Health Marketing Quarterly</i> , 2015 , 32, 31-47	1.1	15
55	The role of emotional value for reading and giving eWOM in altruistic services. <i>Journal of Business Research</i> , 2019 , 99, 157-166	8.7	15
54	A Hierarchy-of-Effects Approach to Designing a Social Marketing Game. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2016 , 28, 105-128	1	14
53	Transforming beyond self: Fluidity of parent identity in family decision-making. <i>Journal of Business Research</i> , 2016 , 69, 110-119	8.7	14
52	Investigating Customer-Oriented Deviance (COD) from a frontline employee's perspective. <i>Journal of Marketing Management</i> , 2012 , 28, 865-886	3.2	14
51	Travelling alone or travelling far?. <i>Journal of Social Marketing</i> , 2017 , 7, 280-296	2.4	13
50	Rules of (household) engagement: technology as manager, assistant and intern. <i>European Journal of Marketing</i> , 2019 , 53, 1934-1961	4.4	13
49	Transformative value and the role of involvement in gamification and serious games for well-being. <i>Journal of Service Management</i> , 2020 , 32, 218-245	7.4	13
48	Measuring Emotion: Methodological Issues and Alternatives		12
47	Black, white or grey magic? Our future with artificial intelligence. <i>Journal of Marketing Management</i> , 2020 , 36, 216-232	3.2	11
46	Household energy efficiency interventions: A systematic literature review. <i>Energy Policy</i> , 2021 , 150, 112136	13.6	11
45	All Anglos are alike? A study of whinging Poms and bloody-minded Aussies. <i>Journal of Marketing Management</i> , 2015 , 31, 827-855	3.2	10

44	Customer retaliation at the employee–customer interface. <i>Journal of Management and Organization</i> , 2008 , 14, 438-450	1.7	10
43	Social and mobile interaction design to increase the loyalty rates of young blood donors 2013 ,		9
42	Fresh thinking in services marketing: contemporary, cutting-edge and creative thoughts. <i>Journal of Services Marketing</i> , 2015 , 29, 421-424	4	9
41	Exploring the resources associated with consumer vulnerability: Designing nuanced retail hardship programs. <i>Journal of Retailing and Consumer Services</i> , 2020 , 57, 102212	8.5	9
40	III wait for him—Understanding when female shoppers prefer working with gay male sales associates. <i>Journal of Retailing and Consumer Services</i> , 2017 , 36, 172-179	8.5	8
39	Exploring a Functional Approach to Attitudinal Brand Loyalty. <i>Australasian Marketing Journal</i> , 2013 , 21, 43-51	5	8
38	Customer retaliation at the employee–customer interface. <i>Journal of Management and Organization</i> , 2008 , 14, 438-450	1.7	8
37	Social Marketing Comes of Age: A Brief History of the Community of Practice, Profession, and Related Associations, With Recommendations for Future Growth. <i>Social Marketing Quarterly</i> , 2019 , 25, 209-225	1.8	7
36	An Innovative Approach to Reducing Risks Associated With Infant Feeding: The Use of Technology. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2011 , 23, 327-347	1	7
35	Back to the future! The importance of history in services marketing. <i>Journal of Services Marketing</i> , 2016 , 30, 1-2	4	6
34	Developing substantive theories into formal theories via disruption. <i>Journal of Services Marketing</i> , 2019 , 33, 572-575	4	6
33	Just What the Doctor Ordered? Investigating the Impact of Health Service Quality on Consumer Misbehaviour. <i>Australasian Marketing Journal</i> , 2014 , 22, 257-267	5	5
32	The role of health locus of control in value co-creation for standardized screening services. <i>Journal of Service Theory and Practice</i> , 2019 , 30, 31-55	3.1	5
31	Money or mind? What matters most in influencing low-income earners to be energy efficient?. <i>Journal of Social Marketing</i> , 2018 , 8, 2-23	2.4	5
30	Masculinity and men's health service use across four social generations: Findings from Australia's study. <i>SSM - Population Health</i> , 2021 , 15, 100838	3.8	5
29	What value do users derive from social networking applications?. <i>First Monday</i> ,		4
28	The transformative service paradox: the dilemma of wellbeing trade-offs. <i>Journal of Service Management</i> , 2020 , 31, 637-663	7.4	4
27	Chapter 7 Affective Events Theory as a Framework for Understanding Third-Party Consumer Complaints. <i>Research on Emotion in Organizations</i> , 2011 , 167-193	0.4	3

26	Chapter 6 The Intentional Use of Service Recovery Strategies to Influence Consumer Emotion, Cognition and Behavior. <i>Research on Emotion in Organizations</i> , 141-175	0.4	3
25	Reward-based or meaningful gaming? A field study on game mechanics and serious games for sustainability. <i>Psychology and Marketing</i> , 2021, 38, 981-1000	3.9	3
24	Social Influence and Blood Donation: Cultural Differences Between Scotland and Australia. <i>Applying Quality of Life Research</i> , 2015, 133-158	0.5	2
23	Empowering low-socioeconomic status parents to support their children in participating in tertiary education: co-created digital resources for diverse parent personas. <i>Higher Education Research and Development</i> , 2020, 1-19	1.9	2
22	The Impact of Serious Educational Gameplay on Adolescent Binge Drinking Intentions: A Theoretically Grounded Empirical Examination. <i>Health Education and Behavior</i> , 2019, 46, 114-125	4.2	2
21	Loyalty (Brand Loyalty) 2015, 1-11		2
20	Increasing loyalty to breastfeeding: investigating a product development strategy. <i>Health Marketing Quarterly</i> , 2012, 29, 223-38	1.1	2
19	Blended human-technology service realities in healthcare. <i>Journal of Service Theory and Practice</i> , 2022, 32, 75-99	3.1	2
18	Publishing in JSM Part 1: making a contribution. <i>Journal of Services Marketing</i> , 2015, 29,	4	2
17	Segmenting Australian High School Students Utilising a Two-Step Cluster Analysis: Differential Effects Following the Game on Know Alcohol Program. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, 413-414	0.1	2
16	Understanding breastfeeding behaviours: a cross-sectional analysis of associated factors in Ireland, the United Kingdom and Australia. <i>International Breastfeeding Journal</i> , 2020, 15, 103	3.8	2
15	Tough but not terrific: value destruction in men's health. <i>Journal of Service Theory and Practice</i> , 2019, 30, 331-359	3.1	2
14	Intrasexual female competition and female trust in gay male sales associates' recommendations. <i>Psychology and Marketing</i> , 2021, 38, 249-265	3.9	2
13	Group-level motives for alcohol consumption in a young adult sample. <i>Health Education</i> , 2019, 119, 18-34		1
12	Reduce Your Juice 2017, 346-356		1
11	Exploring psychological determinants of sharing donor recognition on social networking sites.. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2020, 25, e1666	0.6	1
10	Viewpoint: When service technologies and human experiences intersect. <i>Journal of Services Marketing</i> , 2021, 35, 261-264	4	1
9	Creating Loyal Prosocial Transformative Service Consumers: A Proposed Model With Direct and Indirect Effects. <i>Australasian Marketing Journal</i> , 2021, 29, 41-53	5	1

8	A hostile tale of disclosure and betrayal: Business perceptions of offshoring services. <i>Industrial Marketing Management</i> , 2022 , 102, 74-88	6.9	0
7	An Identity-Based Model Explaining Online Donor Appreciation. <i>Australasian Marketing Journal</i> , 183933492110276		
6	Scaring the bras off women. <i>Journal of Service Theory and Practice</i> , 2019 , 29, 233-257	3.1	0
5	The Financial Services Cultural Orientation Matrix. <i>Australasian Marketing Journal</i> , 2013 , 21, 1-9	5	
4	Chapter 6 Coding Emotions in Complaint Behavior: Comparing the Shaver et al. and Richin's Consumption Emotions Sets. <i>Research on Emotion in Organizations</i> , 2011 , 151-166	0.4	
3	Promoting Student Learning with Online Videos: A Research Agenda 2015 , 206-210		
2	Commentary: exposing a research bias or a relic of research practice. <i>Journal of Services Marketing</i> , 2020 , 34, 24-29	4	
1	Service Thinking 2022 , 1-8		