Francis Farrelly

List of Publications by Year
in descending order

25	1,480	17	25
papers	citations	h-index	g-index

471509

580821

26	26	26	1109
all docs	docs citations	times ranked	citing authors

#	Article	IF	Citations
1	Measuring consumer-based brand authenticity. Journal of Business Research, 2014, 67, 1090-1098.	10.2	420
2	Understanding fan motivation for interacting on social media. Sport Management Review, 2014, 17, 455-469.	2.9	173
3	Exploring the Dimensions of Proactivity Within Advertising Agency–Client Relationships. Journal of Advertising, 2007, 36, 49-60.	6.6	102
4	Defending the Co-Branding Benefits of Sponsorship B2B Partnerships: The Case of Ambush Marketing. Journal of Advertising Research, 2005, 45, 339.	2.1	83
5	Can All Brands Innovate in the Same Way? A Typology of Brand Position and Innovation Effort*. Journal of Product Innovation Management, 2010, 27, 33-48.	9.5	80
6	Tourism Ethnocentrism and Its Effects on Tourist and Resident Behavior. Journal of Travel Research, 2019, 58, 427-439.	9.0	74
7	Exploring the dark side of pet ownership: Status- and control-based pet consumption. Journal of Business Research, 2008, 61, 490-496.	10.2	73
8	Investigating large-scale sponsorship relationships as co-marketing alliances. Business Horizons, 2005, 48, 55-62.	5.2	68
9	Changes in sponsorship value: Competencies and capabilities of successful sponsorship relationships. Industrial Marketing Management, 2006, 35, 1016-1026.	6.7	68
10	Authentic subcultural membership: Antecedents and consequences of authenticating acts and authoritative performances. Psychology and Marketing, 2010, 27, 698-716.	8.2	68
11	The Role of Value Change Management in Relationship Dissolution: Hygiene and Motivational Factors. Journal of Marketing Management, 2004, 20, 927-939.	2.3	42
12	From strategy to tactics: Building, implementing, and managing brand equity in business markets. Industrial Marketing Management, 2010, 39, 1223-1225.	6.7	36
13	What Drives Renewal of Sponsorship Principal/Agent Relationships?. Journal of Advertising Research, 2003, 43, 353-360.	2.1	34
14	Cultural heritage authenticity: A producer view. Annals of Tourism Research, 2019, 79, 102770.	6.4	34
15	Collaborative communication in sponsor relations. Corporate Communications, 2003, 8, 128-138.	2.1	29
16	Loyalty or liability. Marketing Theory, 2018, 18, 3-30.	3.1	24
17	Sponsorship Linked Internal Marketing (SLIM): A Strategic Platform for Employee Engagement and Business Performance. Journal of Sport Management, 2012, 26, 506-520.	1.4	22
18	Sports sponsorship management: a multinational comparative study. Journal of Marketing Communications, 1998, 4, 115-128.	4.0	16

#	Article	IF	Citations
19	Revealing the memorial experience through the tourist-led construction of imagined communities. Tourism Management, 2019, 75, 13-21.	9.8	10
20	The Australian Cricket Board (ACB): mapping corporate relations. Corporate Communications, 1998, 3, 150-155.	2.1	6
21	Marketing Theory and Practice Onâ€line: a Development Towards International Collaboration. Higher Education in Europe, 1999, 24, 287-294.	0.6	6
22	Fan empathy as a response to athlete transgressions. Sport Management Review, 2020, 23, 719-735.	2.9	3
23	Augmenting the food experience through the projection of place: the case of Tasmania. Current Issues in Tourism, 2023, 26, 1536-1553.	7.2	3
24	Exploring the cultural legitimacy of backpacker ideology and identity. International Journal of Tourism Research, 2022, 24, 82-92.	3.7	2
25	E-Master of Marketing: Phase 2 in Transnational Marketing Education. Higher Education in Europe, 2001, 26, 87-93.	0.6	0