

Victoria K Wells

List of Publications by Year in descending order

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Version: 2024-02-01

32
papers

1,330
citations

516561

16
h-index

414303

32
g-index

35
all docs

35
docs citations

35
times ranked

1236
citing authors

#	ARTICLE	IF	CITATIONS
1	Segmentation, environmental identity and stages of change: An application to a wildlife trust. <i>Business Strategy and the Environment</i> , 2022, 31, 934-949.	8.5	1
2	Seeking sustainable futures in marketing and consumer research. <i>European Journal of Marketing</i> , 2020, 54, 2911-2939.	1.7	44
3	Using Values, Beliefs, and Norms to Predict Conserving Behaviors in Organizations. <i>European Management Review</i> , 2020, 17, 543-558.	2.2	22
4	“Student Switch Off!”™: how do university students respond to a corporate-sponsored pro-environmental social marketing campaign?. <i>Studies in Higher Education</i> , 2019, 44, 1691-1706.	2.9	3
5	The development of seaweed-derived fuels in the UK: An analysis of stakeholder issues and public perceptions. <i>Energy Policy</i> , 2019, 133, 110924.	4.2	18
6	Sustainable Luxury Marketing: A Synthesis and Research Agenda. <i>International Journal of Management Reviews</i> , 2019, 21, 405-426.	5.2	143
7	Review: Consumption-stage food waste reduction interventions “What works and how to design better interventions. <i>Food Policy</i> , 2019, 83, 7-27.	2.8	253
8	“œlt”™s Us, You Know, There’s a Feeling of Community” Exploring Notions of Community in a Consumer Co-operative. <i>Journal of Business Ethics</i> , 2019, 158, 617-635.	3.7	13
9	Examining the effect of an environmental social marketing intervention among university employees. <i>Studies in Higher Education</i> , 2018, 43, 2104-2120.	2.9	2
10	Compensatory consumption and consumer compromises: a state-of-the-art review. <i>Journal of Marketing Management</i> , 2018, 34, 96-133.	1.2	60
11	The consumption, politics and transformation of community. <i>Journal of Marketing Management</i> , 2018, 34, 557-568.	1.2	11
12	An environmental social marketing intervention in cultural heritage tourism: a realist evaluation. <i>Journal of Sustainable Tourism</i> , 2017, 25, 1042-1059.	5.7	14
13	Research frontiers in cognitive, socio-cognitive, behavioural, social and applied psychology: implications for marketing theory and consumer research. <i>Journal of Marketing Management</i> , 2017, 33, 873-877.	1.2	0
14	Science “fact”™ and science “fiction”™? Homophilous communication in high-technology B2B selling. <i>Journal of Marketing Management</i> , 2017, 33, 764-788.	1.2	10
15	UK Macro-Algae Biofuels: A Strategic Management Review and Future Research Agenda. <i>Journal of Marine Science and Engineering</i> , 2017, 5, 32.	1.2	21
16	The role of generativity and attitudes on employees home and workplace water and energy saving behaviours. <i>Tourism Management</i> , 2016, 56, 63-74.	5.8	113
17	An exploration of CSR development in heritage tourism. <i>Annals of Tourism Research</i> , 2016, 58, 1-17.	3.7	52
18	Eduscape: The effects of servicescapes and emotions in academic learning environments. <i>Journal of Further and Higher Education</i> , 2016, 40, 486-508.	1.4	17

#	ARTICLE	IF	CITATIONS
19	An environmental social marketing intervention among employees: assessing attitude and behaviour change. <i>Journal of Marketing Management</i> , 2015, 31, 336-377.	1.2	39
20	Heritage tourism, CSR and the role of employee environmental behaviour. <i>Tourism Management</i> , 2015, 48, 399-413.	5.8	118
21	The Impact of Individual Attitudinal and Organisational Variables on Workplace Environmentally Friendly Behaviours. <i>Journal of Business Ethics</i> , 2015, 126, 663-684.	3.7	96
22	Behavioural psychology, marketing and consumer behaviour: a literature review and future research agenda. <i>Journal of Marketing Management</i> , 2014, 30, 1119-1158.	1.2	18
23	Brand-related and situational influences on demand elasticity. <i>Journal of Business Research</i> , 2013, 66, 73-81.	5.8	18
24	Matching, Demand, Maximization, and Consumer Choice. <i>Psychological Record</i> , 2013, 63, 239-258.	0.6	3
25	An exploratory investigation of barriers and enablers affecting investment in renewable companies and technologies in the UK. <i>Interface Focus</i> , 2013, 3, 20120039.	1.5	9
26	Foraging: An ecology model of consumer behaviour?. <i>Marketing Theory</i> , 2012, 12, 117-136.	1.7	12
27	A behavioral-economic analysis of the essential value of brands. <i>Behavioural Processes</i> , 2011, 87, 106-114.	0.5	19
28	Behaviour and climate change: Consumer perceptions of responsibility. <i>Journal of Marketing Management</i> , 2011, 27, 808-833.	1.2	117
29	Market Segmentation From a Behavioral Perspective. <i>Journal of Organizational Behavior Management</i> , 2010, 30, 176-198.	1.0	21
30	Substitutability and Independence: Matching Analyses of Brands and Products. <i>Journal of Organizational Behavior Management</i> , 2010, 30, 145-160.	1.0	25
31	Consumer Brand Choice: Money Allocation as a Function of Brand Reinforcing Attributes. <i>Journal of Organizational Behavior Management</i> , 2010, 30, 161-175.	1.0	24
32	Outside the Organization: The Analysis of Consumer Behavior. <i>Journal of Organizational Behavior Management</i> , 2010, 30, 87-91.	1.0	5