Bang Nguyen

List of Publications by Year
in descending order

120 papers	4,173 citations	117571 34 h-index	143943 57 g-index
126 all docs	126 docs citations	126 times ranked	3107 citing authors

#	ARTICLE	IF	CITATIONS
1	Wearable technologies: The role of usefulness and visibility in smartwatch adoption. Computers in Human Behavior, 2016, 65, 276-284.	5.1	354
2	Constituents and consequences of smart customer experience in retailing. Technological Forecasting and Social Change, 2017, 124, 257-270.	6.2	205
3	Brand innovation and social media: Knowledge acquisition from social media, market orientation, and the moderating role of social media strategic capability. Industrial Marketing Management, 2015, 51, 11-25.	3.7	165
4	Health and cosmetics: Investigating consumers' values for buying organic personal care products. Journal of Retailing and Consumer Services, 2017, 39, 154-163.	5.3	142
5	Consumer-based chain restaurant brand equity, brand reputation, and brand trust. International Journal of Hospitality Management, 2015, 50, 84-93.	5.3	139
6	A review of customer relationship management: successes, advances, pitfalls and futures. Business Process Management Journal, 2012, 18, 400-419.	2.4	116
7	Pro-Environmental Behaviours and Value-Belief-Norm Theory: Assessing Unobserved Heterogeneity of Two Ethnic Groups. Sustainability, 2019, 11, 3237.	1.6	102
8	The Internet of Things (IoT) and marketing: the state of play, future trends and the implications for marketing. Journal of Marketing Management, 2017, 33, 1-6.	1.2	86
9	A framework of place branding, place image, and place reputation. Qualitative Market Research, 2016, 19, 241-264.	1.0	83
10	Exploring the corporate image formation process. Qualitative Market Research, 2015, 18, 86-114.	1.0	81
11	Constructing online switching barriers: examining the effects of switching costs and alternative attractiveness on e-store loyalty in online pure-play retailers. Electronic Markets, 2016, 26, 157-171.	4.4	79
12	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. Journal of Marketing Management, 2019, 35, 1480-1513.	1.2	79
13	Are CRM systems ready for AI integration?. Bottom Line: Managing Library Finances, 2019, 32, 144-157.	3.1	75
14	From Awe to Ecological Behavior: The Mediating Role of Connectedness to Nature. Sustainability, 2018, 10, 2477.	1.6	74
15	Internet entrepreneurship and "the sharing of information" in an Internet-of-Things context. Internet Research, 2017, 27, 74-96.	2.7	68
16	Do consumers want mobile commerce? A closer look at M-shopping and technology adoption in Malaysia. Asia Pacific Journal of Marketing and Logistics, 2018, 30, 1064-1086.	1.8	67
17	Are you providing the "right" customer experience? The case of Banca Popolare di Bari. International Journal of Bank Marketing, 2013, 31, 506-528.	3.6	66
18	Retail fairness: Exploring consumer perceptions of fairness towards retailers' marketing tactics. Journal of Retailing and Consumer Services, 2013, 20, 311-324.	5.3	64

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19	Exploring Electronic Word-of-Mouth (eWOM) in The Consumer Purchase Decision-Making Process: The Case of Online Holidays â€" Evidence from United Kingdom (UK) Consumers. Journal of Travel and Tourism Marketing, 2015, 32, 953-970.	3.1	64
20	Entrepreneurial bricolage and its effects on new venture growth and adaptiveness in an emerging economy. Asia Pacific Journal of Management, 2020, 37, 1141-1163.	2.9	64
21	The integrity challenge of the Internet-of-Things (IoT): on understanding its dark side. Journal of Marketing Management, 2017, 33, 145-158.	1.2	63
22	Exploring the role of the online customer experience in firms' multi-channel strategy: an empirical analysis of the retail banking services sector. Journal of Strategic Marketing, 2013, 21, 429-442.	3.7	62
23	Guanxi GRX (ganqing , renqing , xinren) and conflict management in Sino-US business relationships. Industrial Marketing Management, 2017, 66, 103-114.	3.7	62
24	Why do satisfied customers defect? A closer look at the simultaneous effects of switching barriers and inducements on customer loyalty. Journal of Service Theory and Practice, 2017, 27, 616-641.	1.9	60
25	Value co-creation and social media at bottom of pyramid (BOP). Bottom Line: Managing Library Finances, 2021, 34, 101-123.	3.1	59
26	Internet of things capability and alliance. Internet Research, 2016, 26, 402-434.	2.7	57
27	Brand ambidexterity and commitment in higher education: An exploratory study. Journal of Business Research, 2016, 69, 3105-3112.	5.8	55
28	Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty. Marketing Intelligence and Planning, 2017, 35, 166-179.	2.1	51
29	The dark side of CRM: advantaged and disadvantaged customers. Journal of Consumer Marketing, 2013, 30, 17-30.	1.2	49
30	Place-based brand experience, place attachment and loyalty. Marketing Intelligence and Planning, 2016, 34, .	2.1	44
31	The Importance of Ethics in Branding: Mediating Effects of Ethical Branding on Company Reputation and Brand Loyalty. Business Ethics Quarterly, 2017, 27, 393-422.	1.3	43
32	A review of service quality and service delivery. Business Process Management Journal, 2018, 24, 295-328.	2.4	42
33	A framework of brand likeability: an exploratory study of likeability in firm-level brands. Journal of Strategic Marketing, 2013, 21, 368-390.	3.7	41
34	Five areas to advance branding theory and practice. Journal of Brand Management, 2014, 21, 758-769.	2.0	41
35	The role of place branding and image in the development of sectoral clusters: The case of Dubai. Journal of Brand Management, 2016, 23, 383-402.	2.0	38
36	Reverse teaching: Exploring student perceptions of â€œflip teachingâ€ Active Learning in Higher Education, 2016, 17, 51-61.	3.5	37

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37	Consumer-based virtual brand personality (CBVBP), customer satisfaction and brand loyalty in the online banking industry. International Journal of Bank Marketing, 2017, 35, 370-390.	3.6	36
38	Radical innovation, market orientation, and risk-taking in Chinese new ventures: an exploratory study. International Journal of Technology Management, 2015, 67, 47.	0.2	34
39	The role of corporate identity management in the higher education sector: an exploratory case study. Journal of Marketing Communications, 2018, 24, 337-359.	2.7	34
40	Size does matter: Effects of in-game advertising stimuli on brand recall and brand recognition. Computers in Human Behavior, 2018, 86, 311-318.	5.1	34
41	Consumer-computer interaction and in-store smart technology (IST) in the retail industry: the role of motivation, opportunity, and ability. Journal of Marketing Management, 2020, 36, 299-333.	1.2	32
42	Awe, spirituality and conspicuous consumer behavior. International Journal of Consumer Studies, 2018, 42, 829-839.	7.2	31
43	It's just not fair: exploring the effects of firm customization on unfairness perceptions, trust and loyalty. Journal of Services Marketing, 2014, 28, 484-497.	1.7	30
44	Online loyalty and its interaction with switching barriers. Journal of Retailing and Consumer Services, 2014, 21, 942-949.	5.3	30
45	The concept of consumer vulnerability: Scale development and validation. International Journal of Consumer Studies, 2017, 41, 769-777.	7.2	30
46	Knowledge Management, Learning Behavior from Failure and New Product Development in New Technology Ventures. Systems Research and Behavioral Science, 2014, 31, 405-423.	0.9	29
47	Critical brand innovation factors (CBIF): Understanding innovation and market performance in the Chinese high-tech service industry. Journal of Business Research, 2016, 69, 2471-2479.	5.8	28
48	Internal branding in universities and the lessons learnt from the past: the significance of employee brand support and transformational leadership. Journal of Marketing for Higher Education, 2015, 25, 204-237.	2.3	27
49	The importance of CSR initiatives in building customer support and loyalty. Asia Pacific Journal of Marketing and Logistics, 2019, 31, 691-713.	1.8	27
50	An integrated model of firms' brand likeability: antecedents and consequences. Journal of Strategic Marketing, 2015, 23, 122-140.	3.7	25
51	Impact of perceived social media marketing activities on brand and value consciousness: roles of usage, materialism and conspicuous consumption. International Journal of Internet Marketing and Advertising, 2018, 12, 233.	0.1	25
52	How do entrepreneurs learn and engage in an online community-of-practice? A case study approach. Behaviour and Information Technology, 2018, 37, 714-735.	2.5	25
53	Country branding emerging from citizens' emotions and the perceptions of competitive advantage. Journal of Vacation Marketing, 2016, 22, 13-28.	2.5	23
54	Conceptualising and validating the social capital construct in consumer-initiated online brand communities (COBCs). Technological Forecasting and Social Change, 2019, 139, 303-310.	6.2	23

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55	Measuring service quality: a systematic review of literature. International Journal of Services, Economics and Management, 2015, 7, 24.	0.2	22
56	HR practice, organisational commitment & citizenship behaviour. Employee Relations, 2016, 38, 907-926.	1.5	21
57	What's in a university logo? Building commitment in higher education. Journal of Brand Management, 2016, 23, 137-152.	2.0	21
58	When will firms share information and collaborate to achieve innovation?. Bottom Line: Managing Library Finances, 2017, 30, 65-86.	3.1	21
59	Measuring customer based place brand equity (CBPBE) from a public diplomacy perspective: Evidence from West Bengal. Journal of Business Research, 2020, 116, 734-744.	5.8	21
60	The Brand Likeability Effect: Can Firms make Themselves more Likeable?. Journal of General Management, 2013, 38, 25-50.	0.8	20
61	Customer engagement planning emerging from the "individualist-collectivist" framework. Marketing Intelligence and Planning, 2014, 32, 41-65.	2.1	19
62	The Brand Likeability Scale: An Exploratory Study of Likeability in Firm-Level Brands. International Journal of Market Research, 2015, 57, 777-800.	2.8	19
63	Food consumption when travelling abroad: Young Chinese sojourners' food consumption in the UK. Appetite, 2018, 121, 198-206.	1.8	18
64	Customer relationship management: advances, dark sides, exploitation and unfairness. International Journal of Electronic Customer Relationship Management, 2012, 6, 1.	0.1	17
65	Explicating industrial brand equity. Industrial Management and Data Systems, 2016, 116, 858-882.	2.2	17
66	The dark side of CRM. The Marketing Review, 2011, 11, 137-149.	0.1	16
67	The dark side of customer relationship management: Exploring the underlying reasons for pitfalls, exploitation and unfairness. Journal of Database Marketing and Customer Strategy Management, 2012, 19, 56-70.	0.6	16
68	A systematic review of the dark side of CRM: the need for a new research agenda. Journal of Strategic Marketing, 2022, 30, 93-111.	3.7	16
69	Ties with government, strategic capability, and organizational ambidexterity: evidence from China's information communication technology industry. Information Technology and Management, 2014, 15, 81.	1.4	15
70	Electronic CRM and perceptions of unfairness. Information Technology and Management, 2015, 16, 351-362.	1.4	14
71	Competition vs. collaboration in the generation and adoption of a sequence of new technologies: a game theory approach. Technology Analysis and Strategic Management, 2016, 28, 348-379.	2.0	14
72	Antecedents and consequences of corporate communication management (CCM). Bottom Line: Managing Library Finances, 2018, 31, 56-75.	3.1	14

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73	Enhancing brand value using corporate social responsibility initiatives. Qualitative Market Research, 2020, 23, 575-602.	1.0	14
74	Impact of material vs. experiential purchase types on happiness: The moderating role of self‐discrepancy. Journal of Consumer Behaviour, 2016, 15, 571-579.	2.6	13
75	When new product development fails in China: mediating effects of voice behaviour and learning from failure. Asia Pacific Business Review, 2017, 23, 559-575.	2.0	13
76	Fairness quality: The role of fairness in a social and ethically oriented marketing landscape. The Marketing Review, 2012, 12, 333-344.	0.1	12
77	Corporate impression formation in online communities: a qualitative study. Qualitative Market Research, 2014, 17, 410-440.	1.0	11
78	Collaboration between East and West: influence of consumer dialectical self on attitude towards co-brand personality traits. International Marketing Review, 2020, 37, 1155-1180.	2.2	11
79	Fairness quality: a conceptual model and multiple-item scale for assessing firms' fairness – an exploratory study. Journal of Marketing Management, 2015, 31, 1181-1206.	1.2	10
80	Understanding New Religion-Compliant Product Adoption (NRCPA) in Islamic Markets. Journal of Global Marketing, 2019, 32, 288-302.	2.0	10
81	Examining the influence of user-generated content on the fashion consumer online experience. Journal of Fashion Marketing and Management, 2021, 25, 528-547.	1.5	10
82	The targeted and non-targeted framework: Differential impact of marketing tactics on customer perceptions. Journal of Targeting, Measurement and Analysis for Marketing, 2012, 20, 96-108.	0.4	9
83	Public affairs in China: exploring the role of brand fairness perceptions in the case of Mercedes‐Benz. Journal of Public Affairs, 2013, 13, 403-414.	1.7	9
84	China's Outbound Tourism: Investigating Word-of-Mouth and its Effect on Perceived Value, Satisfaction and Loyalty. Journal of China Tourism Research, 2016, 12, 159-178.	1.2	8
85	Misuse of information and privacy issues: understanding the drivers for perceptions of unfairness. Bottom Line: Managing Library Finances, 2017, 30, 132-150.	3.1	8
86	An investigation of the corporate identity construct in China: Managerial evidence from the high technology industry. Journal of Marketing Communications, 2018, 24, 779-800.	2.7	8
87	A framework of brand-centred training and development activities, transformational leadership and employee brand support in higher education. Journal of Brand Management, 2020, 27, 143-159.	2.0	8
88	Awe, consumer conformity and social connectedness. Marketing Intelligence and Planning, 2021, 39, 893-908.	2.1	8
89	Non-targeted customers in individualistic versus collectivistic cultures. Service Industries Journal, 2014, 34, 1199-1218.	5.0	7
90	A critical review of the literature on authenticity: evolution and future research agenda. International Journal of Services, Economics and Management, 2014, 6, 339.	0.2	7

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91	Towards a branding oriented higher education sector: An overview of the four perspectives on university marketing studies. The Marketing Review, 2017, 17, 87-116.	0.1	7
92	Fly me to the moon: from corporate branding orientation to retailer preference and business performance. International Journal of Contemporary Hospitality Management, 2022, 34, 78-112.	5.3	7
93	The dimensionality of corporate communication management (CCM). Bottom Line: Managing Library Finances, 2019, 32, 71-97.	3.1	6
94	Projecting university brand image via satisfaction and behavioral response. Qualitative Market Research, 2019, 23, 47-68.	1.0	6
95	Impact of CRM strategy on relationship commitment and new product development: mediating effects of learning from failure. Journal of Strategic Marketing, 2022, 30, 443-480.	3.7	6
96	IT-based product innovation strategies for small firms. Information Technology and People, 2020, 33, 1489-1514.	1.9	6
97	Investigating the Uses of Corporate Reputation and Its Effects on Brand Segmentation, Brand Differentiation, and Brand Positioning: Evidence from the Taiwanese Pharmaceutical Industry. International Studies of Management and Organization, 2017, 47, 240-257.	0.4	5
98	Restaurant choice and religious obligation in the absence of halal logo: A serial mediation model. International Journal of Hospitality Management, 2022, 101, 103109.	5.3	5
99	Ethical marketing. , 2015, , 55-79.		4
100	Advancing Islamic branding: The influence of religious beliefs and religion-compliant product adoption. The Marketing Review, 2018, 18, 25-39.	0.1	4
101	Conceptualizing and managing corporate logo: a qualitative study. Qualitative Market Research, 2019, 22, 381-404.	1.0	4
102	An integrated core competence evaluation framework for portfolio management in the oil industry. International Journal of Management and Decision Making, 2019, 18, 229.	0.1	4
103	Stimulating consumer community creation through a co-design approach. International Journal of Market Research, 2020, 62, 176-194.	2.8	4
104	A review of the uses of corporate reputation: Different perspectives and definitions. The Marketing Review, 2015, 15, 263-288.	0.1	3
105	Localization of computer-mediated communication and corporate impression on online communities. Internet Research, 2019, 29, 940-969.	2.7	3
106	The customer relationship management paradox: Five steps to create a fairer organisation. Social Business, 2014, 4, 207-230.	0.3	2
107	Decision and intuition during organizational change. Bottom Line: Managing Library Finances, 2017, 30, 236-254.	3.1	2
108	Competition vs. collaboration: a four set game theory - innovation, collaboration, imitation, and 'do nothing'. International Journal of Technology Management, 2018, 76, 285.	0.2	2

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109	A Framework of Brand Strategy and the "Glocalization" Approach. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 101-125.	0.7	2
110	A typology of strategies for user involvement in innovation processes. Prometheus, 2020, 36, .	0.2	2
111	How Does Self-concept and Brand Personality Affect Luxury Consumers' Purchasing Decisions?. Springer Series in Fashion Business, 2017, , 19-48.	0.3	1
112	The next frontier: using space as management strategy - an exploratory study. Bottom Line: Managing Library Finances, 2020, 33, 217-229.	3.1	1
113	Social Entrepreneurship and Volunteering: Moderation Effects of Volunteer Experience Levels on Social Entrepreneurial Intent Model. Entrepreneurship Research Journal, 2024, 14, 53-88.	0.8	1
114	Introduction to Asia Branding: Connecting Brands, Consumers and Companies. , 2017, , 1-12.		1
115	Corporate branding, identity, image and reputation (COBIIR). Marketing Intelligence and Planning, 2013, 31, .	2.1	1
116	Fairness management. , 2015, , 215-232.		0
117	Fairness management. , 2015, , 253-273.		0
118	Fairness management. , 2015, , 233-252.		0
119	Consumer-Based Chain Restaurant Brand Equity: Insights from South Korea. , 2017, , 80-94.		0
120	Conclusion to Asia Branding: Connecting Brands, Consumers and Companies. , 2017, , 320-331.		0