

# Bang Nguyen

## List of Publications by Year in descending order

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Version: 2024-02-01

122  
papers

4,538  
citations

98825

36  
h-index

128908

60  
g-index

127  
all docs

127  
docs citations

127  
times ranked

4340  
citing authors

#	ARTICLE	IF	CITATIONS
1	Wearable technologies: The role of usefulness and visibility in smartwatch adoption. <i>Computers in Human Behavior</i> , 2016, 65, 276-284.	9.0	380
2	Constituents and consequences of smart customer experience in retailing. <i>Technological Forecasting and Social Change</i> , 2017, 124, 257-270.	11.9	227
3	Brand innovation and social media: Knowledge acquisition from social media, market orientation, and the moderating role of social media strategic capability. <i>Industrial Marketing Management</i> , 2015, 51, 11-25.	6.9	180
4	Health and cosmetics: Investigating consumers' values for buying organic personal care products. <i>Journal of Retailing and Consumer Services</i> , 2017, 39, 154-163.	9.8	156
5	Consumer-based chain restaurant brand equity, brand reputation, and brand trust. <i>International Journal of Hospitality Management</i> , 2015, 50, 84-93.	9.0	153
6	Pro-Environmental Behaviours and Value-Belief-Norm Theory: Assessing Unobserved Heterogeneity of Two Ethnic Groups. <i>Sustainability</i> , 2019, 11, 3237.	3.3	124
7	A review of customer relationship management: successes, advances, pitfalls and futures. <i>Business Process Management Journal</i> , 2012, 18, 400-419.	4.4	119
8	The Internet of Things (IoT) and marketing: the state of play, future trends and the implications for marketing. <i>Journal of Marketing Management</i> , 2017, 33, 1-6.	2.7	92
9	Exploring brand identity, meaning, image, and reputation (BIMIR) in higher education: A special section. <i>Journal of Business Research</i> , 2016, 69, 3019-3022.	10.6	91
10	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. <i>Journal of Marketing Management</i> , 2019, 35, 1480-1513.	2.7	90
11	A framework of place branding, place image, and place reputation. <i>Qualitative Market Research</i> , 2016, 19, 241-264.	1.4	87
12	Constructing online switching barriers: examining the effects of switching costs and alternative attractiveness on e-store loyalty in online pure-play retailers. <i>Electronic Markets</i> , 2016, 26, 157-171.	8.3	85
13	Are CRM systems ready for AI integration?. <i>Bottom Line: Managing Library Finances</i> , 2019, 32, 144-157.	5.6	85
14	Exploring the corporate image formation process. <i>Qualitative Market Research</i> , 2015, 18, 86-114.	1.4	84
15	From Awe to Ecological Behavior: The Mediating Role of Connectedness to Nature. <i>Sustainability</i> , 2018, 10, 2477.	3.3	82
16	Do consumers want mobile commerce? A closer look at M-shopping and technology adoption in Malaysia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 1064-1086.	3.7	80
17	Internet entrepreneurship and "the sharing of information" in an Internet-of-Things context. <i>Internet Research</i> , 2017, 27, 74-96.	5.1	72
18	Exploring Electronic Word-of-Mouth (eWOM) in The Consumer Purchase Decision-Making Process: The Case of Online Holidays " Evidence from United Kingdom (UK) Consumers. <i>Journal of Travel and Tourism Marketing</i> , 2015, 32, 953-970.	7.2	70

#	ARTICLE	IF	CITATIONS
19	Entrepreneurial bricolage and its effects on new venture growth and adaptiveness in an emerging economy. <i>Asia Pacific Journal of Management</i> , 2020, 37, 1141-1163.	4.8	69
20	Are you providing the "right" customer experience? The case of Banca Popolare di Bari. <i>International Journal of Bank Marketing</i> , 2013, 31, 506-528.	6.8	68
21	Value co-creation and social media at bottom of pyramid (BOP). <i>Bottom Line: Managing Library Finances</i> , 2021, 34, 101-123.	5.6	68
22	Retail fairness: Exploring consumer perceptions of fairness towards retailers'™ marketing tactics. <i>Journal of Retailing and Consumer Services</i> , 2013, 20, 311-324.	9.8	67
23	Guanxi GRX ( ganqing , renqing , xinren ) and conflict management in Sino-US business relationships. <i>Industrial Marketing Management</i> , 2017, 66, 103-114.	6.9	67
24	The integrity challenge of the Internet-of-Things (IoT): on understanding its dark side. <i>Journal of Marketing Management</i> , 2017, 33, 145-158.	2.7	67
25	Exploring the role of the online customer experience in firms' multi-channel strategy: an empirical analysis of the retail banking services sector. <i>Journal of Strategic Marketing</i> , 2013, 21, 429-442.	5.1	64
26	Internet of things capability and alliance. <i>Internet Research</i> , 2016, 26, 402-434.	5.1	63
27	Why do satisfied customers defect? A closer look at the simultaneous effects of switching barriers and inducements on customer loyalty. <i>Journal of Service Theory and Practice</i> , 2017, 27, 616-641.	3.4	62
28	Brand ambidexterity and commitment in higher education: An exploratory study. <i>Journal of Business Research</i> , 2016, 69, 3105-3112.	10.6	59
29	Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty. <i>Marketing Intelligence and Planning</i> , 2017, 35, 166-179.	3.8	54
30	The dark side of CRM: advantaged and disadvantaged customers. <i>Journal of Consumer Marketing</i> , 2013, 30, 17-30.	2.5	49
31	Place-based brand experience, place attachment and loyalty. <i>Marketing Intelligence and Planning</i> , 2016, 34, .	3.8	49
32	The Importance of Ethics in Branding: Mediating Effects of Ethical Branding on Company Reputation and Brand Loyalty. <i>Business Ethics Quarterly</i> , 2017, 27, 393-422.	2.1	49
33	A review of service quality and service delivery. <i>Business Process Management Journal</i> , 2018, 24, 295-328.	4.4	45
34	A framework of brand likeability: an exploratory study of likeability in firm-level brands. <i>Journal of Strategic Marketing</i> , 2013, 21, 368-390.	5.1	42
35	Five areas to advance branding theory and practice. <i>Journal of Brand Management</i> , 2014, 21, 758-769.	3.7	42
36	The role of place branding and image in the development of sectoral clusters: The case of Dubai. <i>Journal of Brand Management</i> , 2016, 23, 383-402.	3.7	41

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37	Consumer-based virtual brand personality (CBVBP), customer satisfaction and brand loyalty in the online banking industry. <i>International Journal of Bank Marketing</i> , 2017, 35, 370-390.	6.8	39
38	Consumer-computer interaction and in-store smart technology (IST) in the retail industry: the role of motivation, opportunity, and ability. <i>Journal of Marketing Management</i> , 2020, 36, 299-333.	2.7	39
39	Reverse teaching: Exploring student perceptions of "flip teaching". <i>Active Learning in Higher Education</i> , 2016, 17, 51-61.	5.8	38
40	Size does matter: Effects of in-game advertising stimuli on brand recall and brand recognition. <i>Computers in Human Behavior</i> , 2018, 86, 311-318.	9.0	37
41	Radical innovation, market orientation, and risk-taking in Chinese new ventures: an exploratory study. <i>International Journal of Technology Management</i> , 2015, 67, 47.	0.5	35
42	The concept of consumer vulnerability: Scale development and validation. <i>International Journal of Consumer Studies</i> , 2017, 41, 769-777.	11.6	35
43	The role of corporate identity management in the higher education sector: an exploratory case study. <i>Journal of Marketing Communications</i> , 2018, 24, 337-359.	4.1	35
44	Awe, spirituality and conspicuous consumer behavior. <i>International Journal of Consumer Studies</i> , 2018, 42, 829-839.	11.6	34
45	Knowledge Management, Learning Behavior from Failure and New Product Development in New Technology Ventures. <i>Systems Research and Behavioral Science</i> , 2014, 31, 405-423.	1.8	33
46	Online loyalty and its interaction with switching barriers. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 942-949.	9.8	32
47	The importance of CSR initiatives in building customer support and loyalty. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 691-713.	3.7	32
48	It's just not fair: exploring the effects of firm customization on unfairness perceptions, trust and loyalty. <i>Journal of Services Marketing</i> , 2014, 28, 484-497.	3.2	31
49	Critical brand innovation factors (CBIF): Understanding innovation and market performance in the Chinese high-tech service industry. <i>Journal of Business Research</i> , 2016, 69, 2471-2479.	10.6	31
50	Internal branding in universities and the lessons learnt from the past: the significance of employee brand support and transformational leadership. <i>Journal of Marketing for Higher Education</i> , 2015, 25, 204-237.	3.6	28
51	Impact of perceived social media marketing activities on brand and value consciousness: roles of usage, materialism and conspicuous consumption. <i>International Journal of Internet Marketing and Advertising</i> , 2018, 12, 233.	0.3	27
52	How do entrepreneurs learn and engage in an online community-of-practice? A case study approach. <i>Behaviour and Information Technology</i> , 2018, 37, 714-735.	4.0	26
53	Conceptualising and validating the social capital construct in consumer-initiated online brand communities (COBCs). <i>Technological Forecasting and Social Change</i> , 2019, 139, 303-310.	11.9	26
54	Measuring service quality: a systematic review of literature. <i>International Journal of Services, Economics and Management</i> , 2015, 7, 24.	0.2	25

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55	An integrated model of firms' brand likeability: antecedents and consequences. <i>Journal of Strategic Marketing</i> , 2015, 23, 122-140.	5.1	25
56	Measuring customer based place brand equity (CBPBE) from a public diplomacy perspective: Evidence from West Bengal. <i>Journal of Business Research</i> , 2020, 116, 734-744.	10.6	25
57	When will firms share information and collaborate to achieve innovation?. <i>Bottom Line: Managing Library Finances</i> , 2017, 30, 65-86.	5.6	24
58	Country branding emerging from citizens' emotions and the perceptions of competitive advantage. <i>Journal of Vacation Marketing</i> , 2016, 22, 13-28.	4.0	23
59	What's in a university logo? Building commitment in higher education. <i>Journal of Brand Management</i> , 2016, 23, 137-152.	3.7	22
60	HR practice, organisational commitment & citizenship behaviour. <i>Employee Relations</i> , 2016, 38, 907-926.	2.7	21
61	The Brand Likeability Effect: Can Firms make Themselves more Likeable?. <i>Journal of General Management</i> , 2013, 38, 25-50.	1.3	20
62	Food consumption when travelling abroad: Young Chinese sojourners' food consumption in the UK. <i>Appetite</i> , 2018, 121, 198-206.	4.0	20
63	Customer engagement planning emerging from the 'individualist-collectivist' framework. <i>Marketing Intelligence and Planning</i> , 2014, 32, 41-65.	3.8	19
64	The Brand Likeability Scale: An Exploratory Study of Likeability in Firm-Level Brands. <i>International Journal of Market Research</i> , 2015, 57, 777-800.	3.5	19
65	Explicating industrial brand equity. <i>Industrial Management and Data Systems</i> , 2016, 116, 858-882.	3.9	19
66	A systematic review of the dark side of CRM: the need for a new research agenda. <i>Journal of Strategic Marketing</i> , 2022, 30, 93-111.	5.1	19
67	Customer relationship management: advances, dark sides, exploitation and unfairness. <i>International Journal of Electronic Customer Relationship Management</i> , 2012, 6, 1.	0.2	17
68	Enhancing brand value using corporate social responsibility initiatives. <i>Qualitative Market Research</i> , 2020, 23, 575-602.	1.4	17
69	The dark side of CRM. <i>The Marketing Review</i> , 2011, 11, 137-149.	0.1	16
70	The dark side of customer relationship management: Exploring the underlying reasons for pitfalls, exploitation and unfairness. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2012, 19, 56-70.	0.6	16
71	Competition vs. collaboration in the generation and adoption of a sequence of new technologies: a game theory approach. <i>Technology Analysis and Strategic Management</i> , 2016, 28, 348-379.	3.6	16
72	Antecedents and consequences of corporate communication management (CCM). <i>Bottom Line: Managing Library Finances</i> , 2018, 31, 56-75.	5.6	16

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73	Ties with government, strategic capability, and organizational ambidexterity: evidence from China's information communication technology industry. <i>Information Technology and Management</i> , 2014, 15, 81.	2.5	15
74	Electronic CRM and perceptions of unfairness. <i>Information Technology and Management</i> , 2015, 16, 351-362.	2.5	14
75	When new product development fails in China: mediating effects of voice behaviour and learning from failure. <i>Asia Pacific Business Review</i> , 2017, 23, 559-575.	3.1	14
76	Impact of material vs. experiential purchase types on happiness: The moderating role of self-discrepancy. <i>Journal of Consumer Behaviour</i> , 2016, 15, 571-579.	4.2	13
77	Fairness quality: The role of fairness in a social and ethically oriented marketing landscape. <i>The Marketing Review</i> , 2012, 12, 333-344.	0.1	12
78	Understanding New Religion-Compliant Product Adoption (NRCPA) in Islamic Markets. <i>Journal of Global Marketing</i> , 2019, 32, 288-302.	3.5	12
79	Projecting university brand image via satisfaction and behavioral response. <i>Qualitative Market Research</i> , 2019, 23, 47-68.	1.4	12
80	Awe, consumer conformity and social connectedness. <i>Marketing Intelligence and Planning</i> , 2021, 39, 893-908.	3.8	12
81	Corporate impression formation in online communities: a qualitative study. <i>Qualitative Market Research</i> , 2014, 17, 410-440.	1.4	11
82	Collaboration between East and West: influence of consumer dialectical self on attitude towards co-brand personality traits. <i>International Marketing Review</i> , 2020, 37, 1155-1180.	4.0	11
83	Fairness quality: a conceptual model and multiple-item scale for assessing firms' fairness – an exploratory study. <i>Journal of Marketing Management</i> , 2015, 31, 1181-1206.	2.7	10
84	Examining the influence of user-generated content on the fashion consumer online experience. <i>Journal of Fashion Marketing and Management</i> , 2021, 25, 528-547.	2.5	10
85	Fly me to the moon: from corporate branding orientation to retailer preference and business performance. <i>International Journal of Contemporary Hospitality Management</i> , 2022, 34, 78-112.	8.3	10
86	The targeted and non-targeted framework: Differential impact of marketing tactics on customer perceptions. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2012, 20, 96-108.	0.4	9
87	Public affairs in China: exploring the role of brand fairness perceptions in the case of Mercedes-Benz. <i>Journal of Public Affairs</i> , 2013, 13, 403-414.	3.0	9
88	An investigation of the corporate identity construct in China: Managerial evidence from the high technology industry. <i>Journal of Marketing Communications</i> , 2018, 24, 779-800.	4.1	9
89	The dimensionality of corporate communication management (CCM). <i>Bottom Line: Managing Library Finances</i> , 2019, 32, 71-97.	5.6	9
90	China's Outbound Tourism: Investigating Word-of-Mouth and its Effect on Perceived Value, Satisfaction and Loyalty. <i>Journal of China Tourism Research</i> , 2016, 12, 159-178.	1.9	8

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91	Misuse of information and privacy issues: understanding the drivers for perceptions of unfairness. <i>Bottom Line: Managing Library Finances</i> , 2017, 30, 132-150.	5.6	8
92	A framework of brand-centred training and development activities, transformational leadership and employee brand support in higher education. <i>Journal of Brand Management</i> , 2020, 27, 143-159.	3.7	8
93	IT-based product innovation strategies for small firms. <i>Information Technology and People</i> , 2020, 33, 1489-1514.	3.5	8
94	Non-targeted customers in individualistic versus collectivistic cultures. <i>Service Industries Journal</i> , 2014, 34, 1199-1218.	8.4	7
95	A critical review of the literature on authenticity: evolution and future research agenda. <i>International Journal of Services, Economics and Management</i> , 2014, 6, 339.	0.2	7
96	Towards a branding oriented higher education sector: An overview of the four perspectives on university marketing studies. <i>The Marketing Review</i> , 2017, 17, 87-116.	0.1	7
97	Investigating the Uses of Corporate Reputation and Its Effects on Brand Segmentation, Brand Differentiation, and Brand Positioning: Evidence from the Taiwanese Pharmaceutical Industry. <i>International Studies of Management and Organization</i> , 2017, 47, 240-257.	0.7	6
98	Impact of CRM strategy on relationship commitment and new product development: mediating effects of learning from failure. <i>Journal of Strategic Marketing</i> , 2022, 30, 443-480.	5.1	6
99	Restaurant choice and religious obligation in the absence of halal logo: A serial mediation model. <i>International Journal of Hospitality Management</i> , 2022, 101, 103109.	9.0	6
100	Conceptualizing and managing corporate logo: a qualitative study. <i>Qualitative Market Research</i> , 2019, 22, 381-404.	1.4	5
101	A typology of strategies for user involvement in innovation processes. <i>Prometheus</i> , 2020, 36, .	0.4	5
102	Ethical marketing. , 2015, , 55-79.		4
103	Advancing Islamic branding: The influence of religious beliefs and religion-compliant product adoption. <i>The Marketing Review</i> , 2018, 18, 25-39.	0.1	4
104	An integrated core competence evaluation framework for portfolio management in the oil industry. <i>International Journal of Management and Decision Making</i> , 2019, 18, 229.	0.1	4
105	Stimulating consumer community creation through a co-design approach. <i>International Journal of Market Research</i> , 2020, 62, 176-194.	3.5	4
106	The customer relationship management paradox: Five steps to create a fairer organisation. <i>Social Business</i> , 2014, 4, 207-230.	0.3	3
107	A review of the uses of corporate reputation: Different perspectives and definitions. <i>The Marketing Review</i> , 2015, 15, 263-288.	0.1	3
108	Localization of computer-mediated communication and corporate impression on online communities. <i>Internet Research</i> , 2019, 29, 940-969.	5.1	3

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109	How Does Self-concept and Brand Personality Affect Luxury Consumers' Purchasing Decisions?. Springer Series in Fashion Business, 2017, , 19-48.	0.0	2
110	Decision and intuition during organizational change. Bottom Line: Managing Library Finances, 2017, 30, 236-254.	5.6	2
111	Social Entrepreneurship and Volunteering: Moderation Effects of Volunteer Experience Levels on Social Entrepreneurial Intent Model. Entrepreneurship Research Journal, 2024, 14, 53-88.	2.1	2
112	A Framework of Brand Strategy and the "Glocalization" Approach. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 101-125.	0.0	2
113	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. , 2022, , 114-147.		2
114	The next frontier: using space as management strategy - an exploratory study. Bottom Line: Managing Library Finances, 2020, 33, 217-229.	5.6	1
115	Introduction to Asia Branding: Connecting Brands, Consumers and Companies. , 2017, , 1-12.		1
116	Corporate branding, identity, image and reputation (COBIIR). Marketing Intelligence and Planning, 2013, 31, .	3.8	1
117	Fairness management. , 2015, , 215-232.		0
118	Fairness management. , 2015, , 253-273.		0
119	Fairness management. , 2015, , 233-252.		0
120	Consumer-Based Chain Restaurant Brand Equity: Insights from South Korea. , 2017, , 80-94.		0
121	Conclusion to Asia Branding: Connecting Brands, Consumers and Companies. , 2017, , 320-331.		0
122	Exploring Information Technology Capabilities from Multiple Aspects of the Resource-Based Theory. Information Systems Frontiers, 0, , .	6.7	0