

Bang Nguyen

List of Publications by Citations

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Version: 2024-04-26

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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.

115
papers

2,627
citations

30
h-index

46
g-index

126
ext. papers

3,359
ext. citations

3.3
avg, IF

5.86
L-index

#	Paper	IF	Citations
115	Wearable technologies: The role of usefulness and visibility in smartwatch adoption. <i>Computers in Human Behavior</i> , 2016 , 65, 276-284	7.7	246
114	Constituents and consequences of smart customer experience in retailing. <i>Technological Forecasting and Social Change</i> , 2017 , 124, 257-270	9.5	119
113	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	113
112	Consumer-based chain restaurant brand equity, brand reputation, and brand trust. <i>International Journal of Hospitality Management</i> , 2015 , 50, 84-93	8.3	97
111	A review of customer relationship management: successes, advances, pitfalls and futures. <i>Business Process Management Journal</i> , 2012 , 18, 400-419	3.6	83
110	Health and cosmetics: Investigating consumers' values for buying organic personal care products. <i>Journal of Retailing and Consumer Services</i> , 2017 , 39, 154-163	8.5	65
109	A framework of place branding, place image, and place reputation. <i>Qualitative Market Research</i> , 2016 , 19, 241-264	1.6	62
108	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	4.8	51
107	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	2.7	51
106	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	4	50
105	Exploring the corporate image formation process. <i>Qualitative Market Research</i> , 2015 , 18, 86-114	1.6	50
104	Internet entrepreneurship and the sharing of information in an Internet-of-Things context. <i>Internet Research</i> , 2017 , 27, 74-96	4.8	49
103	Retail fairness: Exploring consumer perceptions of fairness towards retailers' marketing tactics. <i>Journal of Retailing and Consumer Services</i> , 2013 , 20, 311-324	8.5	45
102	The integrity challenge of the Internet-of-Things (IoT): on understanding its dark side. <i>Journal of Marketing Management</i> , 2017 , 33, 145-158	3.2	45
101	Guanxi GRX (ganqing, renqing, xinren) and conflict management in Sino-US business relationships. <i>Industrial Marketing Management</i> , 2017 , 66, 103-114	6.9	44
100	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	3.1	42
99	The dark side of CRM: advantaged and disadvantaged customers. <i>Journal of Consumer Marketing</i> , 2013 , 30, 17-30	2	41

98	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	6.6	40
97	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	3.2	39
96	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	3.2	37
95	Are CRM systems ready for AI integration?. <i>Bottom Line: Managing Library Finances</i> , 2019 , 32, 144-157	2.6	37
94	Brand ambidexterity and commitment in higher education: An exploratory study. <i>Journal of Business Research</i> , 2016 , 69, 3105-3112	8.7	37
93	A framework of brand likeability: an exploratory study of likeability in firm-level brands. <i>Journal of Strategic Marketing</i> , 2013 , 21, 368-390	2.7	37
92	From Awe to Ecological Behavior: The Mediating Role of Connectedness to Nature. <i>Sustainability</i> , 2018 , 10, 2477	3.6	37
91	Internet of things capability and alliance. <i>Internet Research</i> , 2016 , 26, 402-434	4.8	36
90	Pro-Environmental Behaviours and Value-Belief-Norm Theory: Assessing Unobserved Heterogeneity of Two Ethnic Groups. <i>Sustainability</i> , 2019 , 11, 3237	3.6	35
89	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	3.2	32
88	Five areas to advance branding theory and practice. <i>Journal of Brand Management</i> , 2014 , 21, 758-769	3.3	31
87	Reverse teaching: Exploring student perceptions of flip teaching□ <i>Active Learning in Higher Education</i> , 2016 , 17, 51-61	2.6	29
86	Place-based brand experience, place attachment and loyalty. <i>Marketing Intelligence and Planning</i> , 2016 , 34,	3.2	29
85	A review of service quality and service delivery. <i>Business Process Management Journal</i> , 2018 , 24, 295-328	3.6	26
84	Radical innovation, market orientation, and risk-taking in Chinese new ventures: an exploratory study. <i>International Journal of Technology Management</i> , 2015 , 67, 47	1.2	25
83	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	4	25
82	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	2.5	25
81	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	1.1	24

80	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	3.3	23
79	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	2.2	22
78	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	4	21
77	The importance of CSR initiatives in building customer support and loyalty. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019 , 31, 691-713	3.2	21
76	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	21
75	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	8.7	20
74	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	7.7	20
73	Online loyalty and its interaction with switching barriers. <i>Journal of Retailing and Consumer Services</i> , 2014 , 21, 942-949	8.5	20
72	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	1.3	19
71	Awe, spirituality and conspicuous consumer behavior. <i>International Journal of Consumer Studies</i> , 2018 , 42, 829-839	5.7	17
70	An integrated model of firms' brand likeability: antecedents and consequences. <i>Journal of Strategic Marketing</i> , 2015 , 23, 122-140	2.7	16
69	HR practice, organisational commitment & citizenship behaviour. <i>Employee Relations</i> , 2016 , 38, 907-926	2.1	16
68	Measuring service quality: a systematic review of literature. <i>International Journal of Services, Economics and Management</i> , 2015 , 7, 24	0.4	16
67	Customer engagement planning emerging from the Individualist-collectivist framework. <i>Marketing Intelligence and Planning</i> , 2014 , 32, 41-65	3.2	16
66	The Brand Likeability Effect: Can Firms make Themselves more Likeable?. <i>Journal of General Management</i> , 2013 , 38, 25-50	1.3	16
65	Country branding emerging from citizens' emotions and the perceptions of competitive advantage: The case of Malaysia. <i>Journal of Vacation Marketing</i> , 2016 , 22, 13-28	3.4	15
64	The concept of consumer vulnerability: Scale development and validation. <i>International Journal of Consumer Studies</i> , 2017 , 41, 769-777	5.7	15
63	The Brand Likeability Scale: An Exploratory Study of Likeability in Firm-Level Brands. <i>International Journal of Market Research</i> , 2015 , 57, 777-800	1.7	15

62	The dark side of CRM. <i>The Marketing Review</i> , 2011 , 11, 137-149	1.3	14
61	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		14
60	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	9.5	14
59	What's in a university logo? Building commitment in higher education. <i>Journal of Brand Management</i> , 2016 , 23, 137-152	3.3	13
58	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	2.4	13
57	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	1.8	13
56	Food consumption when travelling abroad: Young Chinese sojourners' food consumption in the UK. <i>Appetite</i> , 2018 , 121, 198-206	4.5	13
55	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	0.7	13
54	Value co-creation and social media at bottom of pyramid (BOP). <i>Bottom Line: Managing Library Finances</i> , 2021 , 34, 101-123	2.6	12
53	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	8.7	12
52	When will firms share information and collaborate to achieve innovation?. <i>Bottom Line: Managing Library Finances</i> , 2017 , 30, 65-86	2.6	11
51	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	3.2	11
50	Electronic CRM and perceptions of unfairness. <i>Information Technology and Management</i> , 2015 , 16, 351-362		11
49	Customer relationship management: advances, dark sides, exploitation and unfairness. <i>International Journal of Electronic Customer Relationship Management</i> , 2012 , 6, 1	1.1	11
48	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	3.2	10
47	Fairness quality: a conceptual model and multiple-item scale for assessing firms' fairness in an exploratory study. <i>Journal of Marketing Management</i> , 2015 , 31, 1181-1206	3.2	10
46	Fairness quality: The role of fairness in a social and ethically oriented marketing landscape. <i>The Marketing Review</i> , 2012 , 12, 333-344	1.3	10
45	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	1.3	9

44	Corporate impression formation in online communities: a qualitative study. <i>Qualitative Market Research</i> , 2014 , 17, 410-440	1.6	8
43	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		8
42	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	3	7
41	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	1.2	6
40	Explicating industrial brand equity. <i>Industrial Management and Data Systems</i> , 2016 , 116, 858-882	3.6	6
39	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	1.6	6
38	Understanding New Religion-Compliant Product Adoption (NRCPA) in Islamic Markets. <i>Journal of Global Marketing</i> , 2019 , 32, 288-302	2.4	6
37	A systematic review of the dark side of CRM: the need for a new research agenda. <i>Journal of Strategic Marketing</i> , 2020 , 1-19	2.7	5
36	Non-targeted customers in individualistic versus collectivistic cultures. <i>Service Industries Journal</i> , 2014 , 34, 1199-1218	5.7	5
35	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	0.4	5
34	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	3.3	5
33	Enhancing brand value using corporate social responsibility initiatives. <i>Qualitative Market Research</i> , 2020 , 23, 575-602	1.6	5
32	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	1.2	4
31	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	2.2	4
30	Misuse of information and privacy issues: understanding the drivers for perceptions of unfairness. <i>Bottom Line: Managing Library Finances</i> , 2017 , 30, 132-150	2.6	4
29	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	4.4	4
28	The dimensionality of corporate communication management (CCM). <i>Bottom Line: Managing Library Finances</i> , 2019 , 32, 71-97	2.6	3
27	Antecedents and consequences of corporate communication management (CCM). <i>Bottom Line: Managing Library Finances</i> , 2018 , 31, 56-75	2.6	3

26	IT-based product innovation strategies for small firms. <i>Information Technology and People</i> , 2020 , 33, 1489-1514	3.4	2
25	Localization of computer-mediated communication and corporate impression on online communities. <i>Internet Research</i> , 2019 , 29, 940-969	4.8	2
24	The customer relationship management paradox: Five steps to create a fairer organisation. <i>Social Business</i> , 2014 , 4, 207-230	1.4	2
23	A review of the uses of corporate reputation: Different perspectives and definitions. <i>The Marketing Review</i> , 2015 , 15, 263-288	1.3	2
22	Ethical marketing 2015 , 55-79		2
21	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	1.3	2
20	A Framework of Brand Strategy and the Globalization Approach. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015 , 101-125	0.3	2
19	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	3.8	2
18	Impact of CRM strategy on relationship commitment and new product development: mediating effects of learning from failure. <i>Journal of Strategic Marketing</i> , 2020 , 1-38	2.7	2
17	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	0.4	2
16	Advancing Islamic branding: The influence of religious beliefs and religion-compliant product adoption. <i>The Marketing Review</i> , 2018 , 18, 25-39	1.3	2
15	How Does Self-concept and Brand Personality Affect Luxury Consumers' Purchasing Decisions?. <i>Springer Series in Fashion Business</i> , 2017 , 19-48	0.2	1
14	Competition vs. collaboration: a four set game theory - innovation, collaboration, imitation, and 'do nothing'. <i>International Journal of Technology Management</i> , 2018 , 76, 285	1.2	1
13	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	8.3	1
12	Introduction to Asia Branding: Connecting Brands, Consumers and Companies 2017 , 1-12		1
11	Awe, consumer conformity and social connectedness. <i>Marketing Intelligence and Planning</i> , 2021 , 39, 893-908	3.08	1
10	Projecting university brand image via satisfaction and behavioral response. <i>Qualitative Market Research</i> , 2019 , 23, 47-68	1.6	1
9	Conceptualizing and managing corporate logo: a qualitative study. <i>Qualitative Market Research</i> , 2019 , 22, 381-404	1.6	1

8	Stimulating consumer community creation through a co-design approach. <i>International Journal of Market Research</i> , 2020 , 62, 176-194	1.7	1
7	Decision and intuition during organizational change. <i>Bottom Line: Managing Library Finances</i> , 2017 , 30, 236-254	2.6	0
6	The next frontier: using space as management strategy - an exploratory study. <i>Bottom Line: Managing Library Finances</i> , 2020 , 33, 217-229	2.6	0
5	Fairness management 2015 , 215-232		
4	Fairness management 2015 , 253-273		
3	Fairness management: India, Pakistan and Bangladesh 2015 , 233-252		
2	Consumer-Based Chain Restaurant Brand Equity: Insights from South Korea 2017 , 80-94		
1	Conclusion to Asia Branding: Connecting Brands, Consumers and Companies 2017 , 320-331		