

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	Social Entrepreneurship and Volunteering: Moderation Effects of Volunteer Experience Levels on Social Entrepreneurial Intent Model. <i>Entrepreneurship Research Journal</i> , 2024, 14, 53-88.	2.1	2
2	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
3	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
4	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
5	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
6	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. , 2022, , 114-147.		2
7	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
8	Awe, consumer conformity and social connectedness. <i>Marketing Intelligence and Planning</i> , 2021, 39, 893-908.	3.8	12
9	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
10	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
11	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
12	Stimulating consumer community creation through a co-design approach. <i>International Journal of Market Research</i> , 2020, 62, 176-194.	3.5	4
13	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
14	Enhancing brand value using corporate social responsibility initiatives. <i>Qualitative Market Research</i> , 2020, 23, 575-602.	1.4	17
15	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
16	The next frontier: using space as management strategy - an exploratory study. <i>Bottom Line: Managing Library Finances</i> , 2020, 33, 217-229.	5.6	1
17	IT-based product innovation strategies for small firms. <i>Information Technology and People</i> , 2020, 33, 1489-1514.	3.5	8
18	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

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19	A typology of strategies for user involvement in innovation processes. Prometheus, 2020, 36, .	0.4	5
20	Pro-Environmental Behaviours and Value-Belief-Norm Theory: Assessing Unobserved Heterogeneity of Two Ethnic Groups. Sustainability, 2019, 11, 3237.	3.3	124
21	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. Journal of Marketing Management, 2019, 35, 1480-1513.	2.7	90
22	Are CRM systems ready for AI integration?. Bottom Line: Managing Library Finances, 2019, 32, 144-157.	5.6	85
23	Localization of computer-mediated communication and corporate impression on online communities. Internet Research, 2019, 29, 940-969.	5.1	3
24	The importance of CSR initiatives in building customer support and loyalty. Asia Pacific Journal of Marketing and Logistics, 2019, 31, 691-713.	3.7	32
25	The dimensionality of corporate communication management (CCM). Bottom Line: Managing Library Finances, 2019, 32, 71-97.	5.6	9
26	Understanding New Religion-Compliant Product Adoption (NRCPA) in Islamic Markets. Journal of Global Marketing, 2019, 32, 288-302.	3.5	12
27	Projecting university brand image via satisfaction and behavioral response. Qualitative Market Research, 2019, 23, 47-68.	1.4	12
28	Conceptualizing and managing corporate logo: a qualitative study. Qualitative Market Research, 2019, 22, 381-404.	1.4	5
29	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
30	Conceptualising and validating the social capital construct in consumer-initiated online brand communities (COBCs). Technological Forecasting and Social Change, 2019, 139, 303-310.	11.9	26
31	Antecedents and consequences of corporate communication management (CCM). Bottom Line: Managing Library Finances, 2018, 31, 56-75.	5.6	16
32	A review of service quality and service delivery. Business Process Management Journal, 2018, 24, 295-328.	4.4	45
33	An investigation of the corporate identity construct in China: Managerial evidence from the high technology industry. Journal of Marketing Communications, 2018, 24, 779-800.	4.1	9
34	The role of corporate identity management in the higher education sector: an exploratory case study. Journal of Marketing Communications, 2018, 24, 337-359.	4.1	35
35	Advancing Islamic branding: The influence of religious beliefs and religion-compliant product adoption. The Marketing Review, 2018, 18, 25-39.	0.1	4
36	Awe, spirituality and conspicuous consumer behavior. International Journal of Consumer Studies, 2018, 42, 829-839.	11.6	34

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37	From Awe to Ecological Behavior: The Mediating Role of Connectedness to Nature. Sustainability, 2018, 10, 2477.	3.3	82
38	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.	0.3	27
39	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.	3.7	80
40	Size does matter: Effects of in-game advertising stimuli on brand recall and brand recognition. Computers in Human Behavior, 2018, 86, 311-318.	9.0	37
41	How do entrepreneurs learn and engage in an online community-of-practice? A case study approach. Behaviour and Information Technology, 2018, 37, 714-735.	4.0	26
42	Food consumption when travelling abroad: Young Chinese sojourners' food consumption in the UK. Appetite, 2018, 121, 198-206.	4.0	20
43	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.	2.7	92
44	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.	3.8	54
45	Internet entrepreneurship and "the sharing of information" in an Internet-of-Things context. Internet Research, 2017, 27, 74-96.	5.1	72
46	How Does Self-concept and Brand Personality Affect Luxury Consumers'™ Purchasing Decisions?. Springer Series in Fashion Business, 2017, , 19-48.	0.0	2
47	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.	0.7	6
48	When will firms share information and collaborate to achieve innovation?. Bottom Line: Managing Library Finances, 2017, 30, 65-86.	5.6	24
49	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.	3.4	62
50	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.	6.8	39
51	Decision and intuition during organizational change. Bottom Line: Managing Library Finances, 2017, 30, 236-254.	5.6	2
52	Guanxi GRX (ganqing , renqing , xinren) and conflict management in Sino-US business relationships. Industrial Marketing Management, 2017, 66, 103-114.	6.9	67
53	The concept of consumer vulnerability: Scale development and validation. International Journal of Consumer Studies, 2017, 41, 769-777.	11.6	35
54	Health and cosmetics: Investigating consumers'™ values for buying organic personal care products. Journal of Retailing and Consumer Services, 2017, 39, 154-163.	9.8	156

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55	Misuse of information and privacy issues: understanding the drivers for perceptions of unfairness. Bottom Line: Managing Library Finances, 2017, 30, 132-150.	5.6	8
56	The Importance of Ethics in Branding: Mediating Effects of Ethical Branding on Company Reputation and Brand Loyalty. Business Ethics Quarterly, 2017, 27, 393-422.	2.1	49
57	When new product development fails in China: mediating effects of voice behaviour and learning from failure. Asia Pacific Business Review, 2017, 23, 559-575.	3.1	14
58	The integrity challenge of the Internet-of-Things (IoT): on understanding its dark side. Journal of Marketing Management, 2017, 33, 145-158.	2.7	67
59	Constituents and consequences of smart customer experience in retailing. Technological Forecasting and Social Change, 2017, 124, 257-270.	11.9	227
60	Introduction to Asia Branding: Connecting Brands, Consumers and Companies. , 2017, , 1-12.		1
61	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
62	Consumer-Based Chain Restaurant Brand Equity: Insights from South Korea. , 2017, , 80-94.		0
63	Conclusion to Asia Branding: Connecting Brands, Consumers and Companies. , 2017, , 320-331.		0
64	A framework of place branding, place image, and place reputation. Qualitative Market Research, 2016, 19, 241-264.	1.4	87
65	Place-based brand experience, place attachment and loyalty. Marketing Intelligence and Planning, 2016, 34, .	3.8	49
66	Explicating industrial brand equity. Industrial Management and Data Systems, 2016, 116, 858-882.	3.9	19
67	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.	1.9	8
68	Wearable technologies: The role of usefulness and visibility in smartwatch adoption. Computers in Human Behavior, 2016, 65, 276-284.	9.0	380
69	HR practice, organisational commitment & citizenship behaviour. Employee Relations, 2016, 38, 907-926.	2.7	21
70	Impact of material vs. experiential purchase types on happiness: The moderating role of self-discrepancy. Journal of Consumer Behaviour, 2016, 15, 571-579.	4.2	13
71	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.	3.7	41
72	What's in a university logo? Building commitment in higher education. Journal of Brand Management, 2016, 23, 137-152.	3.7	22

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73	Brand ambidexterity and commitment in higher education: An exploratory study. <i>Journal of Business Research</i> , 2016, 69, 3105-3112.	10.6	59
74	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
75	Internet of things capability and alliance. <i>Internet Research</i> , 2016, 26, 402-434.	5.1	63
76	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
77	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
78	Reverse teaching: Exploring student perceptions of "flip teaching". <i>Active Learning in Higher Education</i> , 2016, 17, 51-61.	5.8	38
79	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
80	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
81	Measuring service quality: a systematic review of literature. <i>International Journal of Services, Economics and Management</i> , 2015, 7, 24.	0.2	25
82	A review of the uses of corporate reputation: Different perspectives and definitions. <i>The Marketing Review</i> , 2015, 15, 263-288.	0.1	3
83	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
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.	0.5	35
85	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
86	Ethical marketing. , 2015, , 55-79.		4
87	Electronic CRM and perceptions of unfairness. <i>Information Technology and Management</i> , 2015, 16, 351-362.	2.5	14
88	Exploring the corporate image formation process. <i>Qualitative Market Research</i> , 2015, 18, 86-114.	1.4	84
89	Fairness management. , 2015, , 215-232.		0
90	Fairness management. , 2015, , 253-273.		0

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91	Fairness management. , 2015, , 233-252.		0
92	Exploring Electronic Word-of-Mouth (eWOM) in The Consumer Purchase Decision-Making Process: The Case of Online Holidays â€œ Evidence from United Kingdom (UK) Consumers. Journal of Travel and Tourism Marketing, 2015, 32, 953-970.	7.2	70
93	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.	3.6	28
94	Fairness quality: a conceptual model and multiple-item scale for assessing firmsâ€™ fairness â€œ an exploratory study. Journal of Marketing Management, 2015, 31, 1181-1206.	2.7	10
95	Consumer-based chain restaurant brand equity, brand reputation, and brand trust. International Journal of Hospitality Management, 2015, 50, 84-93.	9.0	153
96	An integrated model of firmsâ€™ brand likeability: antecedents and consequences. Journal of Strategic Marketing, 2015, 23, 122-140.	5.1	25
97	A Framework of Brand Strategy and the â€œGlocalizationâ€ Approach. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 101-125.	0.0	2
98	Corporate impression formation in online communities: a qualitative study. Qualitative Market Research, 2014, 17, 410-440.	1.4	11
99	Itâ€™s just not fair: exploring the effects of firm customization on unfairness perceptions, trust and loyalty. Journal of Services Marketing, 2014, 28, 484-497.	3.2	31
100	Knowledge Management, Learning Behavior from Failure and New Product Development in New Technology Ventures. Systems Research and Behavioral Science, 2014, 31, 405-423.	1.8	33
101	Five areas to advance branding theory and practice. Journal of Brand Management, 2014, 21, 758-769.	3.7	42
102	Customer engagement planning emerging from the â€œindividualist-collectivistâ€ framework. Marketing Intelligence and Planning, 2014, 32, 41-65.	3.8	19
103	Ties with government, strategic capability, and organizational ambidexterity: evidence from Chinaâ€™s information communication technology industry. Information Technology and Management, 2014, 15, 81.	2.5	15
104	Non-targeted customers in individualistic versus collectivistic cultures. Service Industries Journal, 2014, 34, 1199-1218.	8.4	7
105	Online loyalty and its interaction with switching barriers. Journal of Retailing and Consumer Services, 2014, 21, 942-949.	9.8	32
106	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
107	The customer relationship management paradox: Five steps to create a fairer organisation. Social Business, 2014, 4, 207-230.	0.3	3
108	Retail fairness: Exploring consumer perceptions of fairness towards retailersâ€™ marketing tactics. Journal of Retailing and Consumer Services, 2013, 20, 311-324.	9.8	67

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109	The dark side of CRM: advantaged and disadvantaged customers. <i>Journal of Consumer Marketing</i> , 2013, 30, 17-30.	2.5	49
110	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
111	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
112	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
113	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
114	The Brand Likeability Effect: Can Firms make Themselves more Likeable?. <i>Journal of General Management</i> , 2013, 38, 25-50.	1.3	20
115	Corporate branding, identity, image and reputation (COBIR). <i>Marketing Intelligence and Planning</i> , 2013, 31, .	3.8	1
116	Customer relationship management: advances, dark sides, exploitation and unfairness. <i>International Journal of Electronic Customer Relationship Management</i> , 2012, 6, 1.	0.2	17
117	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
118	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
119	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
120	A review of customer relationship management: successes, advances, pitfalls and futures. <i>Business Process Management Journal</i> , 2012, 18, 400-419.	4.4	119
121	The dark side of CRM. <i>The Marketing Review</i> , 2011, 11, 137-149.	0.1	16
122	Exploring Information Technology Capabilities from Multiple Aspects of the Resource-Based Theory. <i>Information Systems Frontiers</i> , 0, , .	6.7	0