

# Rodoula H Tsiotsou

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8155392/publications.pdf>

Version: 2024-02-01

40  
papers

1,439  
citations

331538

21  
h-index

345118

36  
g-index

46  
all docs

46  
docs citations

46  
times ranked

1067  
citing authors

#	ARTICLE	IF	CITATIONS
1	The role of perceived product quality and overall satisfaction on purchase intentions. <i>International Journal of Consumer Studies</i> , 2006, 30, 207-217.	7.2	280
2	Future research directions in tourism marketing. <i>Marketing Intelligence and Planning</i> , 2010, 28, 533-544.	2.1	101
3	The role of social and parasocial relationships on social networking sites loyalty. <i>Computers in Human Behavior</i> , 2015, 48, 401-414.	5.1	89
4	Delineating the outcomes of sponsorship. <i>International Journal of Retail and Distribution Management</i> , 2009, 37, 358-369.	2.7	83
5	Using visit frequency to segment ski resorts customers. <i>Journal of Vacation Marketing</i> , 2006, 12, 15-26.	2.5	66
6	Understanding the effects of market orientation and e-marketing on service performance. <i>Marketing Intelligence and Planning</i> , 2011, 29, 141-155.	2.1	64
7	Delineating the effect of market orientation on services performance: a component-wise approach. <i>Service Industries Journal</i> , 2010, 30, 375-403.	5.0	62
8	Testing a Hierarchy of Effects Model of Sponsorship Effectiveness. <i>Journal of Sport Management</i> , 2012, 26, 363-378.	0.7	62
9	Sport team loyalty: integrating relationship marketing and a hierarchy of effects. <i>Journal of Services Marketing</i> , 2013, 27, 458-471.	1.7	57
10	Segmenting soccer spectators by attachment levels: a psychographic profile based on team self-expression and involvement. <i>European Sport Management Quarterly</i> , 2012, 12, 65-81.	2.3	53
11	Developing a scale for measuring the personality of sport teams. <i>Journal of Services Marketing</i> , 2012, 26, 238-252.	1.7	46
12	Delineating the role of endorser's perceived qualities and consumer characteristics on celebrity endorsement effectiveness. <i>Journal of Marketing Communications</i> , 2016, 22, 307-326.	2.7	39
13	Using evaluative conditioning to explain corporate co-branding in the context of sport sponsorship. <i>International Journal of Advertising</i> , 2014, 33, 295-327.	4.2	38
14	A service ecosystem experience-based framework for sport marketing. <i>Service Industries Journal</i> , 2016, 36, 478-509.	5.0	37
15	A stakeholder approach to international and national sport sponsorship. <i>Journal of Business and Industrial Marketing</i> , 2011, 26, 557-565.	1.8	36
16	Applying event study analysis to assess the impact of marketing communication strategies: the case of sponsorship. <i>Applied Economics Letters</i> , 2005, 1, 259-262.	0.2	30
17	Satisfaction. <i>Journal of Travel and Tourism Marketing</i> , 2006, 20, 61-73.	3.1	30
18	The social aspects of consumption as predictors of consumer loyalty. <i>Journal of Service Management</i> , 2016, 27, 91-116.	4.4	29

#	ARTICLE	IF	CITATIONS
19	Using Demographics and Leisure Activities to Predict Satisfaction with Tourism Services in Greece. <i>Journal of Hospitality Marketing and Management</i> , 2006, 14, 69-82.	0.4	25
20	Shopping orientation-defined segments based on store-choice criteria and satisfaction: an empirical investigation. <i>Journal of Marketing Management</i> , 2008, 24, 979-995.	1.2	23
21	Investigating the role of enduring and situational involvement with the program context on advertising effectiveness. <i>Journal of Marketing Communications</i> , 2013, 19, 114-135.	2.7	23
22	In-home service consumption: A systematic review, integrative framework and future research agenda. <i>Journal of Business Research</i> , 2022, 145, 49-64.	5.8	23
23	Rate my firm: cultural differences in service evaluations. <i>Journal of Services Marketing</i> , 2019, 33, 815-836.	1.7	17
24	An empirically based typology of intercollegiate athletic donors: High and low motivation scenarios. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2007, 15, 79-92.	0.4	15
25	Tracing customer orientation and marketing capabilities through retailers'™ websites: A strategic approach to internet marketing. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2010, 18, 79-94.	0.4	15
26	The three-stage model of service consumption. , 2015, , .		15
27	A framework for innovative service design. <i>Service Industries Journal</i> , 2016, 36, 452-471.	5.0	13
28	Introducing relational dialectics on actor engagement in the social media ecosystem. <i>Journal of Services Marketing</i> , 2021, 35, 349-366.	1.7	13
29	Delineating transformative value creation through service communications: an integrative framework. <i>Journal of Service Management</i> , 2022, 33, 531-551.	4.4	11
30	Identifying value-creating aspects in luxury hotel services via third-party online reviews: a cross-cultural study. <i>International Journal of Retail and Distribution Management</i> , 2022, 50, 183-205.	2.7	9
31	The role of involvement and income in predicting large and small donations to college athletics. <i>International Journal of Sports Marketing and Sponsorship</i> , 2004, 6, 40-46.	0.8	8
32	Investigating differences between female and male athletic donors: a comparative study. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2006, 11, 209-223.	0.5	6
33	Editorial: the "enip and tuck" service framework: bright and dark side of beautification/modification services. <i>Journal of Services Marketing</i> , 2022, 36, 1-8.	1.7	6
34	The Effect of European Union Regulations on Marketing Practices: The Case of European Football Broadcasting Rights. <i>Journal of Euromarketing</i> , 2006, 15, 75-93.	0.0	4
35	Developing a service research agenda in sports. <i>Service Industries Journal</i> , 2016, 36, 473-477.	5.0	2
36	An integrated taxonomy of consumers of financial services: the role of perceived risk, effort and involvement. <i>International Journal of Risk Assessment and Management</i> , 2008, 9, 135.	0.2	1

#	ARTICLE	IF	CITATIONS
37	Global sports marketing: current trends and future developments in the Asia Pacific. Asia Pacific Journal of Marketing and Logistics, 2010, 22, .	1.8	1
38	Parasocial Relationships and Brand Tribal Behavior: Delineating their Link. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 614-617.	0.1	0
39	THE EFFECT OF THE OLYMPIC GAMES ON THE TOURISM INDUSTRY OF THE HOST COUNTRY. , 2010, , .		0
40	Effective Interactive Websites: Examining the Moderating Role of Involvement. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 338-342.	0.1	0