

Gillian Wright

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8226566/publications.pdf>

Version: 2024-02-01

14
papers

927
citations

1040018

9
h-index

1125717

13
g-index

15
all docs

15
docs citations

15
times ranked

693
citing authors

#	ARTICLE	IF	CITATIONS
1	Soft situational strategic planning (SSSP): A method and case study of its application in a Brazilian municipality. <i>Journal of the Operational Research Society</i> , 2020, 71, 363-380.	3.4	11
2	Why should I believe this? Deciphering the qualities of a credible online customer review. <i>Journal of Marketing Communications</i> , 2018, 24, 823-842.	4.0	15
3	Eight challenges of servitisation for the configuration, measurement and management of organisations. <i>Journal of Service Theory and Practice</i> , 2016, 26, 745-763.	3.2	37
4	Stakeholder strategies for service: conceptualising user-focused service in nursing home care. <i>Journal of Strategic Marketing</i> , 2015, 23, 412-422.	5.5	8
5	Leading Effective Global Virtual Teams: The Consequences of Methods of Communication. <i>Systemic Practice and Action Research</i> , 2014, 27, 607-624.	1.7	43
6	Contemporary discourses in Information Systems Research: Methodological inclusiveness in a sample of Information Systems Journals. <i>International Journal of Information Management</i> , 2011, 31, 593-598.	17.5	5
7	Organizational antecedents of environmental responsiveness in industrial new product development. <i>Industrial Marketing Management</i> , 2004, 33, 381-391.	6.7	170
8	Green and competitive. <i>Journal of Business Research</i> , 2003, 56, 657-671.	10.2	469
9	Integrating Environmental Issues into Product Development: Understanding the Dimensions of Perceived Driving Forces and Stakeholders. <i>Journal of Euromarketing</i> , 1999, 7, 43-63.	0.0	16
10	Mission Impossible? Making Sense of the Key Debates in the Service Quality Literature. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1998, 6, 3-29.	1.6	8
11	Is the quality of health care changing?: GPs' views. <i>Marketing Intelligence and Planning</i> , 1996, 14, 45-51.	3.5	0
12	Developing environmentally conscious product strategies: a qualitative study of selected companies in Germany and Britain. <i>Marketing Intelligence and Planning</i> , 1996, 14, 19-28.	3.5	75
13	Marketing and company performance: An examination of medium sized manufacturing firms in Britain. <i>Small Business Economics</i> , 1992, 4, 221-236.	6.7	68
14	Understanding the UK food consumer. <i>Journal of Marketing Management</i> , 1990, 6, 77-86.	2.3	2