

Michael Jay Polonsky

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8327651/publications.pdf>

Version: 2024-02-01

168
papers

6,754
citations

53794

45
h-index

79698

73
g-index

172
all docs

172
docs citations

172
times ranked

4385
citing authors

#	ARTICLE	IF	CITATIONS
1	Reevaluating green marketing: a strategic approach. <i>Business Horizons</i> , 2001, 44, 21-30.	5.2	267
2	An Introduction To Green Marketing. <i>Electronic Green Journal</i> , 1994, 1, .	0.2	256
3	Transformative green marketing: Impediments and opportunities. <i>Journal of Business Research</i> , 2011, 64, 1311-1319.	10.2	256
4	A stakeholder theory approach to designing environmental marketing strategy. <i>Journal of Business and Industrial Marketing</i> , 1995, 10, 29-46.	3.0	254
5	Designing Vignette Studies in Marketing. <i>Australasian Marketing Journal</i> , 2002, 10, 41-58.	5.4	194
6	The impact of general and carbon-related environmental knowledge on attitudes and behaviour of US consumers. <i>Journal of Marketing Management</i> , 2012, 28, 238-263.	2.3	181
7	Linking sponsorship and cause related marketing. <i>European Journal of Marketing</i> , 2001, 35, 1361-1389.	2.9	173
8	Global branding and strategic CSR: an overview of three types of complexity. <i>International Marketing Review</i> , 2009, 26, 327-347.	3.6	165
9	Using strategic alliances to develop credible green marketing. <i>Journal of Consumer Marketing</i> , 1995, 12, 4-18.	2.3	162
10	Environmental commitment: a basis for environmental entrepreneurship?. <i>Journal of Organizational Change Management</i> , 1998, 11, 38-49.	2.7	162
11	The influence of eco-label knowledge and trust on pro-environmental consumer behaviour in an emerging market. <i>Journal of Strategic Marketing</i> , 2017, 25, 511-529.	5.5	152
12	Environmental NGO-business collaboration and strategic bridging: a case analysis of the Greenpeace-Foron Alliance. <i>Business Strategy and the Environment</i> , 2000, 9, 122-135.	14.3	140
13	Can the Overcommercialization of Cause-Related Marketing Harm Society?. <i>Journal of Macromarketing</i> , 2001, 21, 8-22.	2.6	128
14	Environmentally sustainable food production and marketing. <i>British Food Journal</i> , 2006, 108, 677-690.	2.9	124
15	A stakeholder approach to corporate social responsibility, reputation and business performance. <i>Social Responsibility Journal</i> , 2015, 11, 340-363.	2.9	109
16	Stakeholders' Contribution to the Green New Product Development Process. <i>Journal of Marketing Management</i> , 1998, 14, 533-557.	2.3	100
17	A proposed multi-dimensional approach to evaluating service recovery. <i>Journal of Services Marketing</i> , 2007, 21, 174-185.	3.0	100
18	The influence of multiple types of service convenience on behavioral intentions: The mediating role of consumer satisfaction in a Taiwanese leisure setting. <i>International Journal of Hospitality Management</i> , 2012, 31, 107-118.	8.8	92

#	ARTICLE	IF	CITATIONS
19	Rural Outshopping in Australia: The Bathurstâ€œOrange Region. <i>European Journal of Marketing</i> , 1992, 26, 5-16.	2.9	90
20	Consumer Ethics in the European Union: A Comparison of Northern and Southern Views. <i>Journal of Business Ethics</i> , 2001, 31, 117-130.	6.0	87
21	International environmental marketing claims. <i>International Marketing Review</i> , 1997, 14, 218-232.	3.6	84
22	Do charitable causes need to segment their current donor base on demographic factors?: An Australian examination. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2002, 7, 19-29.	0.8	83
23	An International Comparison of Environmental Advertising: Substantive versus Associative Claims. <i>Journal of Macromarketing</i> , 1996, 16, 57-68.	2.6	80
24	Relationship between the dominant social paradigm, materialism and environmental behaviours in four Asian economies. <i>European Journal of Marketing</i> , 2014, 48, 522-551.	2.9	78
25	Understanding issue complexity when building a socially responsible brand. <i>European Business Review</i> , 2006, 18, 340-349.	3.4	76
26	The impact of consumer ethnocentrism and country of origin subâ€œcomponents for high involvement products on young Chinese consumersâ€™ product assessments. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2008, 20, 455-478.	3.2	76
27	Communicating Environmental Information: Are Marketing Claims on Packaging Misleading?. <i>Journal of Business Ethics</i> , 1998, 17, 281-294.	6.0	72
28	An empirical examination of the stakeholder strategy matrix. <i>European Journal of Marketing</i> , 2005, 39, 1199-1215.	2.9	70
29	Measuring expectations: forecast vs. ideal expectations. Does it really matter?. <i>Journal of Retailing and Consumer Services</i> , 2005, 12, 49-64.	9.4	67
30	Corporate environmental commitment in Australia: A sectorial comparison. <i>Business Strategy and the Environment</i> , 1992, 1, 25-39.	14.3	65
31	Are My Symptoms Serious Dr Google? A Resource-Based Typology of Value Co-Destruction in Online Self-Diagnosis. <i>Australasian Marketing Journal</i> , 2014, 22, 246-256.	5.4	65
32	Accessibility: An Alternative Method of Ranking Marketing Journals?. <i>Journal of Marketing Education</i> , 1999, 21, 181-193.	2.4	64
33	Inter-firm learning and knowledge-sharing in multinational networks: An outsourced organization's perspective. <i>Journal of Business Research</i> , 2014, 67, 615-622.	10.2	62
34	Stakeholder management and the stakeholder matrix: Potential strategic marketing tools. <i>Journal of Market-Focused Management</i> , 1996, 1, 209.	0.3	60
35	Examining the unintended consequences of marketing. <i>Journal of Business Research</i> , 2004, 57, 1303-1306.	10.2	58
36	Regulation of Environmental Marketing Claims: A Comparative Perspective. <i>International Journal of Advertising</i> , 1995, 14, 1-24.	6.7	56

#	ARTICLE	IF	CITATIONS
37	What Are We Measuring When We Evaluate Journals?. Journal of Marketing Education, 2005, 27, 189-201.	2.4	56
38	The Limitations and Potentialities of Green Marketing. Journal of Nonprofit and Public Sector Marketing, 2015, 27, 239-262.	1.6	56
39	The Institutional Foundations of Materialism in Western Societies. Journal of Macromarketing, 2009, 29, 259-278.	2.6	54
40	Exploring the link between cause-related marketing and brand building. International Journal of Nonprofit and Voluntary Sector Marketing, 2000, 5, 46-57.	0.8	53
41	An Analysis of the Green Consumer Domain within Sustainability Research: 1975 to 2014. Australasian Marketing Journal, 2017, 25, 85-96.	5.4	53
42	Impediments to consumer adoption of sustainable transportation. International Journal of Operations and Production Management, 2001, 21, 1521-1538.	5.9	52
43	Measuring consumer understanding and perception of eco-labeling: Item selection and scale validation. International Journal of Consumer Studies, 2019, 43, 298-314.	11.6	50
44	The interrelationship between temporal and environmental orientation and pro-environmental consumer behaviour. International Journal of Consumer Studies, 2014, 38, 612-619.	11.6	49
45	A Stakeholder Perspective for Analyzing Marketing Relationships. Journal of Market-Focused Management, 2002, 5, 109-126.	0.3	48
46	Barriers to blood donation in African communities in Australia: the role of home and host country culture and experience. Transfusion, 2011, 51, 1809-1819.	1.6	46
47	“They don’t want our blood” Social inclusion and blood donation among African migrants in Australia. Social Science and Medicine, 2011, 73, 336-342.	3.8	46
48	Environmental Attitudes and Their Relation to the Dominant Social Paradigm among University Students in New Zealand and Australia. Australasian Marketing Journal, 2005, 13, 37-48.	5.4	43
49	Integrating social media within an integrated marketing communication decision-making framework. Journal of Marketing Management, 2017, 33, 1522-1558.	2.3	43
50	Western consumers' understanding of carbon offsets and its relationship to behavior. Asia Pacific Journal of Marketing and Logistics, 2011, 23, 583-603.	3.2	41
51	Green information quality and green brand evaluation: the moderating effects of eco-label credibility and consumer knowledge. European Journal of Marketing, 2021, 55, 2037-2071.	2.9	41
52	The incorporation of an interactive external environment: an extended model of marketing relationships. Journal of Strategic Marketing, 1999, 7, 41-55.	5.5	40
53	Social Inclusion Through Cultural Engagement Among Ethnic Communities. Journal of Hospitality Marketing and Management, 2015, 24, 375-400.	8.2	40
54	A Multiple Stakeholder Perspective on Responsibility in Advertising. Journal of Advertising, 2007, 36, 5-13.	6.6	39

#	ARTICLE	IF	CITATIONS
55	The impact of frontline employees' perceptions of internal marketing on employee outcomes. <i>Journal of Strategic Marketing</i> , 2014, 22, 300-315.	5.5	37
56	Inactivity and the dynamics of relationship development: a proposed model. <i>Journal of Strategic Marketing</i> , 2010, 18, 257-273.	5.5	34
57	A Multi-Dimensional Examination of Marketing Journal Rankings by North American Academics. <i>Marketing Education Review</i> , 2006, 16, 59-72.	1.3	33
58	Evaluating the Social Value of Charitable Organizations: A Conceptual Foundation. <i>Journal of Macromarketing</i> , 2008, 28, 130-140.	2.6	32
59	Developing green products: learning from stakeholders. <i>Asia Pacific Journal of Marketing and Logistics</i> , 1998, 10, 22-43.	3.2	30
60	Where Are We Going? Perceptions of U.S. Marketing Academics. <i>Journal of Marketing Management</i> , 2000, 16, 717-743.	2.3	30
61	An Examination of Helping Behavior—Some Evidence from Australia. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2002, 10, 67-82.	1.6	28
62	An examination of the globalisation of authorship in publishing in 20 leading marketing journals. <i>European Business Review</i> , 2006, 18, 437-456.	3.4	28
63	African culturally and linguistically diverse communities—blood donation intentions in Australia: integrating knowledge into the theory of planned behavior. <i>Transfusion</i> , 2013, 53, 1475-1486.	1.6	28
64	Should Blood Donors Be Routinely Screened for Glucose-6-Phosphate Dehydrogenase Deficiency? A Systematic Review of Clinical Studies Focusing on Patients Transfused With Glucose-6-Phosphate Dehydrogenase-Deficient Red Cells. <i>Transfusion Medicine Reviews</i> , 2014, 28, 7-17.	2.0	28
65	Littering behaviour: A systematic review. <i>International Journal of Consumer Studies</i> , 2021, 45, 478-510.	11.6	28
66	Exploratory examination of whether marketers include stakeholders in the green new product development process. <i>Journal of Cleaner Production</i> , 1998, 6, 269-275.	9.3	27
67	Causal linkages between psychographic and demographic determinants of outshopping behaviour. <i>International Review of Retail, Distribution and Consumer Research</i> , 1993, 3, 303-319.	2.0	26
68	Assessing the social impact of charitable organizations—four alternative approaches. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2011, 16, 195-211.	0.8	26
69	Addressing migration-related social and health inequalities in Australia: call for research funding priorities to recognise the needs of migrant populations. <i>Australian Health Review</i> , 2016, 40, 3.	1.1	26
70	Mediating Effect of Environmental Orientation on Pro-Environmental Purchase Intentions in a Low-Involvement Product Situation. <i>Australasian Marketing Journal</i> , 2017, 25, 115-125.	5.4	26
71	“You can spend your life dying or you can spend your life living”: Identity transition in people who are HIV-positive. <i>Psychology and Health</i> , 2011, 26, 465-483.	2.2	25
72	Barriers and facilitators to childhood obesity prevention among culturally and linguistically diverse (CALD) communities in Victoria, Australia. <i>Australian and New Zealand Journal of Public Health</i> , 2017, 41, 287-293.	1.8	25

#	ARTICLE	IF	CITATIONS
73	Service Blueprinting: A Potential Tool for Improving Cause-Donor Exchanges. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2006, 16, 1-20.	1.6	24
74	Editorial -Left out, left off, left over: Why migrants from non-English speaking backgrounds are not adequately recognised in health promotion policy and programs. <i>Health Promotion Journal of Australia</i> , 2012, 23, 84-85.	1.2	24
75	Examining demographic and socio-economic correlates of accurate knowledge about blood donation among African migrants in Australia. <i>Transfusion Medicine</i> , 2012, 22, 321-331.	1.1	24
76	A Study of Older Australians' Volunteering and Quality of Life: Empirical Evidence and Policy Implications. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2012, 24, 101-122.	1.6	23
77	Using strategic philanthropy to improve heritage tourist sites on the Gallipoli Peninsula, Turkey: community perceptions of changing quality of life and of the sponsoring organization. <i>Journal of Sustainable Tourism</i> , 2013, 21, 376-395.	9.2	23
78	Senior marketers' insights into the challenges of social media implementation in large organisations: assessing generic and electronic orientation models as potential solutions. <i>Journal of Marketing Management</i> , 2015, 31, 713-746.	2.3	22
79	Validating scales for economic upgrading in global value chains and assessing the impact of upgrading on supplier firms' performance. <i>Journal of Business Research</i> , 2020, 110, 144-159.	10.2	22
80	Corporate environmental commitment: Developing the operational concept. <i>Business Strategy and the Environment</i> , 1994, 3, 17-28.	14.3	21
81	The impact of external forces on cartel network dynamics: Direct research in the diamond industry. <i>Industrial Marketing Management</i> , 2010, 39, 202-210.	6.7	20
82	Predicting Bangladeshi financial salespeople ' s ethical intentions and behaviour using the theory of planned behaviour. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2013, 25, 655-673.	3.2	20
83	Perspectives on social impact measurement and non-profit organisations. <i>Marketing Intelligence and Planning</i> , 2016, 34, 80-98.	3.5	20
84	Developing customer-focused public sector reward schemes. <i>International Journal of Public Sector Management</i> , 2013, 26, 33-55.	1.8	19
85	Egregiousness and Boycott Intensity: Evidence from the BP Deepwater Horizon Oil Spill. <i>Management Science</i> , 2018, 64, 149-163.	4.1	19
86	Interventions to Increase Blood Donation among Ethnic/Racial Minorities: A Systematic Review. <i>Journal of Environmental and Public Health</i> , 2019, 2019, 1-14.	0.9	19
87	Perspectives on Academic Publishing: Advice for Those Just Starting. <i>Australasian Marketing Journal</i> , 1998, 6, 63-80.	5.4	18
88	Managing the donation service experience. <i>Nonprofit Management and Leadership</i> , 2007, 17, 459-476.	2.5	18
89	The Global and Regional Dispersion of Publishing in the Field of International Marketing. <i>Journal of Global Marketing</i> , 2009, 22, 155-172.	3.4	18
90	Demographic and socio-cultural correlates of medical mistrust in two Australian States: Victoria and South Australia. <i>Health and Place</i> , 2013, 24, 216-224.	3.3	18

#	ARTICLE	IF	CITATIONS
91	The influence of acculturation, medical mistrust, and perceived discrimination on knowledge about blood donation and blood donation status. <i>Transfusion</i> , 2013, 53, 162S-71S.	1.6	18
92	Enviropreneurial marketing in greening corporate activities. <i>European Business Review</i> , 2016, 28, 506-531.	3.4	18
93	Factors Leading to Health Care Exclusion Among African Refugees in Australia: The Case of Blood Donation. <i>Journal of Public Policy and Marketing</i> , 2018, 37, 306-326.	3.4	18
94	Publishing on publishing: streams in the literature. <i>European Business Review</i> , 2008, 20, 401-420.	3.4	17
95	An exploratory study of sustainability as a stimulus for corporate entrepreneurship. <i>Corporate Social Responsibility and Environmental Management</i> , 2011, 18, 162-171.	8.7	17
96	Is removing blood donation barriers a donation facilitator?. <i>Journal of Social Marketing</i> , 2015, 5, 190-205.	2.3	17
97	Incorporating Ethics into Business Students' Research Projects: A Process Approach. <i>Journal of Business Ethics</i> , 1998, 17, 1227-1241.	6.0	16
98	Marketing cultural attractions: understanding non-attendance and visitation barriers. <i>Marketing Intelligence and Planning</i> , 2009, 27, 833-854.	3.5	16
99	Consumer perceptions of bundles and time-limited promotion deals: Do contracts matter?. <i>Journal of Consumer Behaviour</i> , 2015, 14, 145-157.	4.2	16
100	Commentary on the Mort et al. Paper: Journal Rankings: Does One Size Fit All?. <i>Australasian Marketing Journal</i> , 2004, 12, 64-66.	5.4	15
101	Marketing Journals and Asia-Pacific Marketing Academics. <i>Australasian Marketing Journal</i> , 1993, 1, 61-69.	0.5	14
102	An exploratory examination of environmentally responsible straight rebuy purchases in large Australian organizations. <i>Journal of Business and Industrial Marketing</i> , 1998, 13, 54-69.	3.0	14
103	Developing Better Public Policy to Motivate Responsible Environmental Behavior—An Examination of Managers' Attitudes and Perceptions Towards Controlling Introduced Species. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2004, 12, 93-107.	1.6	14
104	Climate change regulation: implications for business executives. <i>European Business Review</i> , 2011, 23, 368-383.	3.4	13
105	Recovering from Other-Customer-Caused Failure: The Effect on Focal Customer Complaining. <i>Journal of Hospitality Marketing and Management</i> , 2017, 26, 83-104.	8.2	13
106	Collaborative orientation to advance value co-creation in buyer-seller relationships. <i>Journal of Strategic Marketing</i> , 2019, 27, 191-209.	5.5	13
107	Who receives the most help? The most needy or those with the best marketers?. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2003, 8, 302-304.	0.8	12
108	Incorporating the Natural Environment in Corporate Strategy: A Stakeholder Approach. <i>Journal of Business Strategies</i> , 1995, 12, 151-168.	0.4	12

#	ARTICLE	IF	CITATIONS
109	Motivations of South African emigrants. <i>Applied Economics</i> , 1988, 20, 1293-1315.	2.2	11
110	Is there global inclusion of authors in the five leading advertising journals?. <i>International Journal of Advertising</i> , 2009, 28, 691-714.	6.7	11
111	Exploring Factors Influencing Childhood Obesity Prevention Among Migrant Communities in Victoria, Australia: A Qualitative Study. <i>Journal of Immigrant and Minority Health</i> , 2018, 20, 865-883.	1.6	11
112	Small Business and Sport Sponsorship. <i>Journal of Promotion Management</i> , 1996, 3, 121-140.	3.4	10
113	Strategic Bridging Within Firm-Environmental Group Alliances: Opportunities and Pitfalls. <i>Journal of Marketing Theory and Practice</i> , 2001, 9, 38-47.	4.3	10
114	A cross-cultural examination of the environmental information on packaging: Implications for advertisers. <i>Advances in International Marketing</i> , 0, , 153-174.	0.3	10
115	Blood donation by African migrants and refugees in Australia: the role of demographic and socio-economic factors. <i>Vox Sanguinis</i> , 2014, 106, 137-143.	1.5	10
116	The role of corporate social marketing. <i>Journal of Social Marketing</i> , 2017, 7, 268-279.	2.3	10
117	The effects of a culturally-tailored campaign to increase blood donation knowledge, attitudes and intentions among African migrants in two Australian States: Victoria and South Australia. <i>PLoS ONE</i> , 2017, 12, e0188765.	2.5	10
118	Readiness of communities to engage with childhood obesity prevention initiatives in disadvantaged areas of Victoria, Australia. <i>Australian Health Review</i> , 2017, 41, 297.	1.1	10
119	Student Attitudes Towards Political Advertising and Issues. <i>Journal of International Consumer Marketing</i> , 1999, 11, 79-98.	3.7	9
120	Stakeholder Involvement in the Public Planning Process – The Case of the Proposed Twelve Apostles Visitor Centre. <i>Journal of Hospitality and Tourism Management</i> , 2006, 13, 97-107.	6.6	9
121	Exploring Marketing Students' Attitudes and Performance: A Comparison of Traditional and Intensive Delivery. <i>Marketing Education Review</i> , 2009, 19, 41-47.	1.3	9
122	Marketers' perceptions of the implementation difficulties of multichannel marketing. <i>Journal of Strategic Marketing</i> , 2010, 18, 417-434.	5.5	9
123	Twenty Years of the <i>Journal of Marketing Theory and Practice</i> . <i>Journal of Marketing Theory and Practice</i> , 2012, 20, 243-262.	4.3	9
124	Australian lessons for developing and testing a culturally inclusive health promotion campaign. <i>Health Promotion International</i> , 2020, 35, 217-231.	1.8	9
125	Integrating socio-cultural paradigms in nonprofit marketing—the case of blood donation among African communities in Australia. <i>International Review on Public and Nonprofit Marketing</i> , 2010, 7, 101-112.	2.0	8
126	“Lose 30lbs in 30 days”. <i>Journal of Social Marketing</i> , 2013, 3, 56-77.	2.3	8

#	ARTICLE	IF	CITATIONS
127	Identifying the drivers and barriers of the public sector procurement of products with recycled material or recovered content: A systematic review and research propositions. <i>Journal of Cleaner Production</i> , 2022, 358, 131780.	9.3	8
128	Environmental Consciousness and the Business Curricula. <i>Journal of Teaching in International Business</i> , 1994, 5, xv-xviii.	0.5	7
129	“Everybody Hide, An Election is Coming!” An Examination Why Some Australian Advertising Agencies Refuse Political Accounts. <i>International Journal of Advertising</i> , 1996, 15, 61-74.	6.7	7
130	Using Student Projects to Link Academics, Business and Students. <i>Journal of Teaching in International Business</i> , 1999, 10, 55-78.	0.5	7
131	Australian Environmental Alliances from an Environmental NGOs Perspective. <i>Journal of Marketing Theory and Practice</i> , 2004, 12, 73-86.	4.3	7
132	Strategic and Tactical Alliances: Do Environmental Non-Profits Manage Them Differently?. <i>Australasian Marketing Journal</i> , 2011, 19, 43-51.	5.4	7
133	Volunteering for Research: A Test of the Psychometric Properties of the Volunteer Functions Inventory with Online Panellists. <i>International Journal of Public Opinion Research</i> , 2011, 23, 508-521.	1.3	7
134	Internal communication and the development of customer-oriented behavior among frontline employees. <i>European Journal of Marketing</i> , 2021, 55, 2344-2366.	2.9	7
135	A Structural Overview of Undergraduate Marketing Education in Australia: Implications for Defining Core Competencies. <i>Marketing Education Review</i> , 1999, 9, 33-42.	1.3	6
136	Publishing in socially oriented journals “ the state of play in Asia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2006, 18, 61-71.	3.2	6
137	A backward glance of who and what marketing scholars have been researching, 1977“2002. <i>Review of Marketing Research</i> , 2010, , 1-18.	0.2	6
138	A Review of the First Twenty Years of the Australasian Marketing Journal. <i>Australasian Marketing Journal</i> , 2013, 21, 176-186.	5.4	6
139	Segmenting Australian online panellists based on volunteering motivations. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 4-22.	3.2	6
140	Volunteering in Retirement and Its Impact on Seniors Subjective Quality of Life Through Personal Outlook: A Study of Older Australians. <i>Voluntas</i> , 2019, 30, 1133-1147.	1.7	6
141	Frontline health professionals“ perceptions of their adaptive competences in service recovery. <i>Journal of Strategic Marketing</i> , 2020, 28, 70-94.	5.5	6
142	How and when does relational governance impact lead-time performance of developing-country suppliers in global value chains?. <i>Supply Chain Management</i> , 2023, 28, 179-192.	6.4	6
143	Multiple senders and receivers: a business communication model. <i>Corporate Communications</i> , 1998, 3, 83-91.	2.1	5
144	Are feminists more critical of the portrayal of women in Australian beer advertisements than non-feminists?. <i>Journal of Marketing Communications</i> , 2001, 7, 245-256.	4.0	5

#	ARTICLE	IF	CITATIONS
145	Introduction: special issue on examining marketing's unintended consequences. Journal of Business Research, 2004, 57, 1209-1210.	10.2	5
146	Marketing Academics in Australasia: Who We Are, What We Do, and Where Are We Going?. Marketing Education Review, 2002, 12, 87-96.	1.3	4
147	The effectiveness of life-cycle pricing for consumer durables. Journal of Business Research, 2015, 68, 1602-1606.	10.2	4
148	The Influence Region of Origin, Area of Residence Prior to Migration, Religion, and Perceived Discrimination on Acculturation Strategies Among sub-Saharan African Migrants in Australia. Journal of International Migration and Integration, 2022, 23, 141-160.	1.4	4
149	Establishing the psychometric properties of constructs from the conceptual "Settlement Services Literacy" framework and their relationship with migrants' acculturative stress in Australia. PLoS ONE, 2022, 17, e0266200.	2.5	4
150	Publishing in Marketing Journals by Australia and New Zealand Academics 1999-2003: An Examination of Institutional Performance. Australasian Marketing Journal, 2006, 14, 23-38.	5.4	3
151	Exploring links between publishing performance in different levels of marketing journals. Asia Pacific Journal of Marketing and Logistics, 2011, 23, 7-22.	3.2	3
152	Addressing the complexities of managing domestic and multinational corporate brands. Corporate Communications, 2015, 20, 48-62.	2.1	3
153	Designing Social Marketing Activities to Impact the Shaping of Expectations of Migrants in Health Service Encounters: The Case of African Migrant Blood Donation in Australia. Applying Quality of Life Research, 2015, , 349-364.	0.3	3
154	Understanding Managerial Perspectives of Volunteering at Nonprofit Leisure Events: A Comparison of Typologies Within Open Gardens Australia. Journal of Nonprofit and Public Sector Marketing, 2017, 29, 64-97.	1.6	3
155	Green Marketing Strategies. , 0, , 231-253.		3
156	«Je ne sais pas comment faire»: Évaluation des connaissances des immigrants africains établis en Australie au sujet du don de sang. , 2012, , 131.		3
157	What is a Research Track Record?. Australasian Marketing Journal, 2008, 16, 67-72.	5.4	2
158	Factors Leading to Health Care Exclusion among African Refugees in Australia: The Case of Blood Donation. Journal of Public Policy and Marketing, 2017, , .	3.4	2
159	Validating the innovation prowess framework for firms in emerging economies facing tight regulatory regimes: the case of Indian pharmaceutical firms. Journal of Strategic Marketing, 2020, 28, 304-320.	5.5	2
160	An examination of audio and visual cue framing within Australian in-cinema advertisements. Asia Pacific Journal of Marketing and Logistics, 2002, 14, 3-18.	3.2	1
161	The Guest Editors' Corner. Journal of Marketing Education, 2009, 31, 187-189.	2.4	1
162	Creative Industries and Experiences: Development, Marketing, and Consumption. Tourism, Culture and Communication, 2010, 10, 181-185.	0.2	1

#	ARTICLE	IF	CITATIONS
163	Understanding settlement services literacy and the provision of settlement services for humanitarian migrants in Australiaâ€”A service provider perspective. Australian Journal of Social Issues, 0, , .	2.7	1
164	Refugee awareness of a transformative intervention to increase blood donations. Journal of Services Marketing, 2023, 37, 138-154.	3.0	1
165	Case study: using the theory of planned behaviour to assess blood donation intentions amongst African migrants in Australia. , 2014, , .		0
166	Service Blueprinting in the Nonprofit Sector: A Case Study. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 246-251.	0.2	0
167	Perceptions of mobile plan unit pricing and terms and conditions. Marketing Intelligence and Planning, 2016, 34, 734-753.	3.5	0
168	Factors Leading to Health Care Exclusion Among African Refugees in Australia: The Case of Blood Donation. Journal of Marketing & Public Policy, 0, , 074867661881311.	2.4	0