

Michael Jay Polonsky

List of Publications by Year in descending order

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Version: 2024-02-01

168
papers

6,754
citations

61687

45
h-index

90395

73
g-index

172
all docs

172
docs citations

172
times ranked

4928
citing authors

#	ARTICLE	IF	CITATIONS
1	Refugee awareness of a transformative intervention to increase blood donations. <i>Journal of Services Marketing</i> , 2023, 37, 138-154.	1.7	1
2	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.	3.7	6
3	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. <i>Journal of International Migration and Integration</i> , 2022, 23, 141-160.	0.8	4
4	Establishing the psychometric properties of constructs from the conceptual "Settlement Services Literacy"™ framework and their relationship with migrants'™ acculturative stress in Australia. <i>PLoS ONE</i> , 2022, 17, e0266200.	1.1	4
5	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.	4.6	8
6	Green information quality and green brand evaluation: the moderating effects of eco-label credibility and consumer knowledge. <i>European Journal of Marketing</i> , 2021, 55, 2037-2071.	1.7	41
7	Internal communication and the development of customer-oriented behavior among frontline employees. <i>European Journal of Marketing</i> , 2021, 55, 2344-2366.	1.7	7
8	Littering behaviour: A systematic review. <i>International Journal of Consumer Studies</i> , 2021, 45, 478-510.	7.2	28
9	Frontline health professionals'™ perceptions of their adaptive competences in service recovery. <i>Journal of Strategic Marketing</i> , 2020, 28, 70-94.	3.7	6
10	Australian lessons for developing and testing a culturally inclusive health promotion campaign. <i>Health Promotion International</i> , 2020, 35, 217-231.	0.9	9
11	Validating the innovation prowess framework for firms in emerging economies facing tight regulatory regimes: the case of Indian pharmaceutical firms. <i>Journal of Strategic Marketing</i> , 2020, 28, 304-320.	3.7	2
12	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.	5.8	22
13	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.	1.1	6
14	Measuring consumer understanding and perception of eco-labeling: Item selection and scale validation. <i>International Journal of Consumer Studies</i> , 2019, 43, 298-314.	7.2	50
15	Interventions to Increase Blood Donation among Ethnic/Racial Minorities: A Systematic Review. <i>Journal of Environmental and Public Health</i> , 2019, 2019, 1-14.	0.4	19
16	Collaborative orientation to advance value co-creation in buyer-seller relationships. <i>Journal of Strategic Marketing</i> , 2019, 27, 191-209.	3.7	13
17	Egregiousness and Boycott Intensity: Evidence from the BP <i>Deepwater Horizon</i> Oil Spill. <i>Management Science</i> , 2018, 64, 149-163.	2.4	19
18	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.	0.8	11

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19	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.	2.2	18
20	Recovering from Other-Customer-Caused Failure: The Effect on Focal Customer Complaining. <i>Journal of Hospitality Marketing and Management</i> , 2017, 26, 83-104.	5.1	13
21	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.	0.8	25
22	An Analysis of the Green Consumer Domain within Sustainability Research: 1975 to 2014. <i>Australasian Marketing Journal</i> , 2017, 25, 85-96.	3.5	53
23	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.	3.5	26
24	The role of corporate social marketing. <i>Journal of Social Marketing</i> , 2017, 7, 268-279.	1.3	10
25	Understanding Managerial Perspectives of Volunteering at Nonprofit Leisure Events: A Comparison of Typologies Within Open Gardens Australia. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2017, 29, 64-97.	0.9	3
26	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.	3.7	152
27	Integrating social media within an integrated marketing communication decision-making framework. <i>Journal of Marketing Management</i> , 2017, 33, 1522-1558.	1.2	43
28	Factors Leading to Health Care Exclusion among African Refugees in Australia: The Case of Blood Donation. <i>Journal of Public Policy and Marketing</i> , 2017, , .	2.2	2
29	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.	1.1	10
30	Readiness of communities to engage with childhood obesity prevention initiatives in disadvantaged areas of Victoria, Australia. <i>Australian Health Review</i> , 2017, 41, 297.	0.5	10
31	Perceptions of mobile plan unit pricing and terms and conditions. <i>Marketing Intelligence and Planning</i> , 2016, 34, 734-753.	2.1	0
32	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.	0.5	26
33	Enviropreneurial marketing in greening corporate activities. <i>European Business Review</i> , 2016, 28, 506-531.	1.9	18
34	Perspectives on social impact measurement and non-profit organisations. <i>Marketing Intelligence and Planning</i> , 2016, 34, 80-98.	2.1	20
35	Is removing blood donation barriers a donation facilitator?. <i>Journal of Social Marketing</i> , 2015, 5, 190-205.	1.3	17
36	Service Blueprinting in the Nonprofit Sector: A Case Study. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 246-251.	0.1	0

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37	A stakeholder approach to corporate social responsibility, reputation and business performance. <i>Social Responsibility Journal</i> , 2015, 11, 340-363.	1.6	109
38	Segmenting Australian online panellists based on volunteering motivations. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 4-22.	1.8	6
39	Addressing the complexities of managing domestic and multinational corporate brands. <i>Corporate Communications</i> , 2015, 20, 48-62.	1.1	3
40	Senior marketersâ€™ 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.	1.2	22
41	The effectiveness of life-cycle pricing for consumer durables. <i>Journal of Business Research</i> , 2015, 68, 1602-1606.	5.8	4
42	Social Inclusion Through Cultural Engagement Among Ethnic Communities. <i>Journal of Hospitality Marketing and Management</i> , 2015, 24, 375-400.	5.1	40
43	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. <i>Applying Quality of Life Research</i> , 2015, , 349-364.	0.3	3
44	Consumer perceptions of bundles and timeâ€limited promotion deals: Do contracts matter?. <i>Journal of Consumer Behaviour</i> , 2015, 14, 145-157.	2.6	16
45	The Limitations and Potentialities of Green Marketing. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2015, 27, 239-262.	0.9	56
46	Case study: using the theory of planned behaviour to assess blood donation intentions amongst African migrants in Australia. , 2014, , .		0
47	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.	3.5	65
48	The interrelationship between temporal and environmental orientation and proâ€environmental consumer behaviour. <i>International Journal of Consumer Studies</i> , 2014, 38, 612-619.	7.2	49
49	Inter-firm learning and knowledge-sharing in multinational networks: An outsourced organization's perspective. <i>Journal of Business Research</i> , 2014, 67, 615-622.	5.8	62
50	Blood donation by African migrants and refugees in Australia: the role of demographic and socioâ€economic factors. <i>Vox Sanguinis</i> , 2014, 106, 137-143.	0.7	10
51	The impact of frontline employees' perceptions of internal marketing on employee outcomes. <i>Journal of Strategic Marketing</i> , 2014, 22, 300-315.	3.7	37
52	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 Dehydrogenaseâ€Deficient Red Cells. <i>Transfusion Medicine Reviews</i> , 2014, 28, 7-17.	0.9	28
53	Relationship between the dominant social paradigm, materialism and environmental behaviours in four Asian economies. <i>European Journal of Marketing</i> , 2014, 48, 522-551.	1.7	78
54	A Review of the First Twenty Years of the Australasian Marketing Journal. <i>Australasian Marketing Journal</i> , 2013, 21, 176-186.	3.5	6

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55	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.	1.8	20
56	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.	1.5	18
57	â€œLose 30â€%lbs in 30 daysâ€• <i>Journal of Social Marketing</i> , 2013, 3, 56-77.	1.3	8
58	African culturally and linguistically diverse communitiesâ€™ blood donation intentions in <sc>A</sc>ustralia: integrating knowledge into the theory of planned behavior. <i>Transfusion</i> , 2013, 53, 1475-1486.	0.8	28
59	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.	0.8	18
60	Developing customer-focused public sector reward schemes. <i>International Journal of Public Sector Management</i> , 2013, 26, 33-55.	1.2	19
61	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.	5.7	23
62	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.	1.2	181
63	Twenty Years of the <i>Journal of Marketing Theory and Practice</i> . <i>Journal of Marketing Theory and Practice</i> , 2012, 20, 243-262.	2.6	9
64	A Study of Older Australiansâ€™ Volunteering and Quality of Life: Empirical Evidence and Policy Implications. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2012, 24, 101-122.	0.9	23
65	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.	5.3	92
66	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.	0.6	24
67	Examining demographic and socioâ€™economic correlates of accurate knowledge about blood donation among <sc>A</sc>frican migrants in <sc>A</sc>ustralia. <i>Transfusion Medicine</i> , 2012, 22, 321-331.	0.5	24
68	Â«Je ne sais pas comment faireÂ»Â: Â©valuation des connaissances des immigrants africains Â©tablis en Australie au sujet du don de sang. , 2012, , 131.		3
69	â€˜You can spend your life dying or you can spend your life livingâ€™: Identity transition in people who are HIV-positive. <i>Psychology and Health</i> , 2011, 26, 465-483.	1.2	25
70	Western consumers' understanding of carbon offsets and its relationship to behavior. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2011, 23, 583-603.	1.8	41
71	Strategic and Tactical Alliances: Do Environmental Non-Profits Manage Them Differently?. <i>Australasian Marketing Journal</i> , 2011, 19, 43-51.	3.5	7
72	Transformative green marketing: Impediments and opportunities. <i>Journal of Business Research</i> , 2011, 64, 1311-1319.	5.8	256

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73	Climate change regulation: implications for business executives. <i>European Business Review</i> , 2011, 23, 368-383.	1.9	13
74	Exploring links between publishing performance in different levels of marketing journals. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2011, 23, 7-22.	1.8	3
75	Barriers to blood donation in African communities in Australia: the role of home and host country culture and experience. <i>Transfusion</i> , 2011, 51, 1809-1819.	0.8	46
76	“They don’t want our blood” Social inclusion and blood donation among African migrants in Australia. <i>Social Science and Medicine</i> , 2011, 73, 336-342.	1.8	46
77	Assessing the social impact of charitable organizations’ four alternative approaches. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2011, 16, 195-211.	0.5	26
78	An exploratory study of sustainability as a stimulus for corporate entrepreneurship. <i>Corporate Social Responsibility and Environmental Management</i> , 2011, 18, 162-171.	5.0	17
79	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.	0.7	7
80	Creative Industries and Experiences: Development, Marketing, and Consumption. <i>Tourism, Culture and Communication</i> , 2010, 10, 181-185.	0.1	1
81	Inactivity and the dynamics of relationship development: a proposed model. <i>Journal of Strategic Marketing</i> , 2010, 18, 257-273.	3.7	34
82	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.	1.3	8
83	The impact of external forces on cartel network dynamics: Direct research in the diamond industry. <i>Industrial Marketing Management</i> , 2010, 39, 202-210.	3.7	20
84	Marketers' perceptions of the implementation difficulties of multichannel marketing. <i>Journal of Strategic Marketing</i> , 2010, 18, 417-434.	3.7	9
85	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
86	The Global and Regional Dispersion of Publishing in the Field of International Marketing. <i>Journal of Global Marketing</i> , 2009, 22, 155-172.	2.0	18
87	The Guest Editors’ Corner. <i>Journal of Marketing Education</i> , 2009, 31, 187-189.	1.6	1
88	Global branding and strategic CSR: an overview of three types of complexity. <i>International Marketing Review</i> , 2009, 26, 327-347.	2.2	165
89	Marketing cultural attractions: understanding non-attendance and visitation barriers. <i>Marketing Intelligence and Planning</i> , 2009, 27, 833-854.	2.1	16
90	The Institutional Foundations of Materialism in Western Societies. <i>Journal of Macromarketing</i> , 2009, 29, 259-278.	1.7	54

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91	Is there global inclusion of authors in the five leading advertising journals?. International Journal of Advertising, 2009, 28, 691-714.	4.2	11
92	Exploring Marketing Students' Attitudes and Performance: A Comparison of Traditional and Intensive Delivery. Marketing Education Review, 2009, 19, 41-47.	0.8	9
93	Evaluating the Social Value of Charitable Organizations: A Conceptual Foundation. Journal of Macromarketing, 2008, 28, 130-140.	1.7	32
94	The impact of consumer ethnocentrism and country of origin sub-components for high involvement products on young Chinese consumers' product assessments. Asia Pacific Journal of Marketing and Logistics, 2008, 20, 455-478.	1.8	76
95	What is a Research Track Record?. Australasian Marketing Journal, 2008, 16, 67-72.	3.5	2
96	Publishing on publishing: streams in the literature. European Business Review, 2008, 20, 401-420.	1.9	17
97	A proposed multi-dimensional approach to evaluating service recovery. Journal of Services Marketing, 2007, 21, 174-185.	1.7	100
98	A Multiple Stakeholder Perspective on Responsibility in Advertising. Journal of Advertising, 2007, 36, 5-13.	4.1	39
99	Managing the donation service experience. Nonprofit Management and Leadership, 2007, 17, 459-476.	1.7	18
100	Understanding issue complexity when building a socially responsible brand. European Business Review, 2006, 18, 340-349.	1.9	76
101	Environmentally sustainable food production and marketing. British Food Journal, 2006, 108, 677-690.	1.6	124
102	Publishing in Marketing Journals by Australia and New Zealand Academics 1999-2003: An Examination of Institutional Performance. Australasian Marketing Journal, 2006, 14, 23-38.	3.5	3
103	Stakeholder Involvement in the Public Planning Process – The Case of the Proposed Twelve Apostles Visitor Centre. Journal of Hospitality and Tourism Management, 2006, 13, 97-107.	3.5	9
104	Service Blueprinting: A Potential Tool for Improving Cause-Donor Exchanges. Journal of Nonprofit and Public Sector Marketing, 2006, 16, 1-20.	0.9	24
105	Publishing in socially oriented journals – the state of play in Asia. Asia Pacific Journal of Marketing and Logistics, 2006, 18, 61-71.	1.8	6
106	A Multi-Dimensional Examination of Marketing Journal Rankings by North American Academics. Marketing Education Review, 2006, 16, 59-72.	0.8	33
107	An examination of the globalisation of authorship in publishing in 20 leading marketing journals. European Business Review, 2006, 18, 437-456.	1.9	28
108	An empirical examination of the stakeholder strategy matrix. European Journal of Marketing, 2005, 39, 1199-1215.	1.7	70

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109	What Are We Measuring When We Evaluate Journals?. Journal of Marketing Education, 2005, 27, 189-201.	1.6	56
110	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.	3.5	43
111	Measuring expectations: forecast vs. ideal expectations. Does it really matter?. Journal of Retailing and Consumer Services, 2005, 12, 49-64.	5.3	67
112	Australian Environmental Alliances from an Environmental NGOs Perspective. Journal of Marketing Theory and Practice, 2004, 12, 73-86.	2.6	7
113	Developing Better Public Policy to Motivate Responsible Environmental Behavior—An Examination of Managers' Attitudes and Perceptions Towards Controlling Introduced Species. Journal of Nonprofit and Public Sector Marketing, 2004, 12, 93-107.	0.9	14
114	Commentary on the Mort et al. Paper: Journal Rankings: Does One Size Fit All?. Australasian Marketing Journal, 2004, 12, 64-66.	3.5	15
115	Introduction: special issue on examining marketing's unintended consequences. Journal of Business Research, 2004, 57, 1209-1210.	5.8	5
116	Examining the unintended consequences of marketing. Journal of Business Research, 2004, 57, 1303-1306.	5.8	58
117	Who receives the most help? The most needy or those with the best marketers?. International Journal of Nonprofit and Voluntary Sector Marketing, 2003, 8, 302-304.	0.5	12
118	Marketing Academics in Australasia: Who We Are, What We Do, and Where Are We Going?. Marketing Education Review, 2002, 12, 87-96.	0.8	4
119	An examination of audio and visual cue framing within Australian in-cinema advertisements. Asia Pacific Journal of Marketing and Logistics, 2002, 14, 3-18.	1.8	1
120	An Examination of Helping Behavior—Some Evidence from Australia. Journal of Nonprofit and Public Sector Marketing, 2002, 10, 67-82.	0.9	28
121	Designing Vignette Studies in Marketing. Australasian Marketing Journal, 2002, 10, 41-58.	3.5	194
122	Do charitable causes need to segment their current donor base on demographic factors?: An Australian examination. International Journal of Nonprofit and Voluntary Sector Marketing, 2002, 7, 19-29.	0.5	83
123	A Stakeholder Perspective for Analyzing Marketing Relationships. Journal of Market-Focused Management, 2002, 5, 109-126.	0.3	48
124	Can the Overcommercialization of Cause-Related Marketing Harm Society?. Journal of Macromarketing, 2001, 21, 8-22.	1.7	128
125	Linking sponsorship and cause related marketing. European Journal of Marketing, 2001, 35, 1361-1389.	1.7	173
126	Reevaluating green marketing: a strategic approach. Business Horizons, 2001, 44, 21-30.	3.4	267

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127	Strategic Bridging Within Firm-Environmental Group Alliances: Opportunities and Pitfalls. <i>Journal of Marketing Theory and Practice</i> , 2001, 9, 38-47.	2.6	10
128	Consumer Ethics in the European Union: A Comparison of Northern and Southern Views. <i>Journal of Business Ethics</i> , 2001, 31, 117-130.	3.7	87
129	Impediments to consumer adoption of sustainable transportation. <i>International Journal of Operations and Production Management</i> , 2001, 21, 1521-1538.	3.5	52
130	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.	2.7	5
131	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.	8.5	140
132	Exploring the link between cause-related marketing and brand building. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2000, 5, 46-57.	0.5	53
133	Where Are We Going? Perceptions of U.S. Marketing Academics. <i>Journal of Marketing Management</i> , 2000, 16, 717-743.	1.2	30
134	A Structural Overview of Undergraduate Marketing Education in Australia: Implications for Defining Core Competencies. <i>Marketing Education Review</i> , 1999, 9, 33-42.	0.8	6
135	Accessibility: An Alternative Method of Ranking Marketing Journals?. <i>Journal of Marketing Education</i> , 1999, 21, 181-193.	1.6	64
136	Using Student Projects to Link Academics, Business and Students. <i>Journal of Teaching in International Business</i> , 1999, 10, 55-78.	0.2	7
137	Student Attitudes Towards Political Advertising and Issues. <i>Journal of International Consumer Marketing</i> , 1999, 11, 79-98.	2.3	9
138	The incorporation of an interactive external environment: an extended model of marketing relationships. <i>Journal of Strategic Marketing</i> , 1999, 7, 41-55.	3.7	40
139	Communicating Environmental Information: Are Marketing Claims on Packaging Misleading?. <i>Journal of Business Ethics</i> , 1998, 17, 281-294.	3.7	72
140	Incorporating Ethics into Business Students' Research Projects: A Process Approach. <i>Journal of Business Ethics</i> , 1998, 17, 1227-1241.	3.7	16
141	Exploratory examination of whether marketers include stakeholders in the green new product development process. <i>Journal of Cleaner Production</i> , 1998, 6, 269-275.	4.6	27
142	Perspectives on Academic Publishing: Advice for Those Just Starting. <i>Australasian Marketing Journal</i> , 1998, 6, 63-80.	3.5	18
143	Stakeholders' Contribution to the Green New Product Development Process. <i>Journal of Marketing Management</i> , 1998, 14, 533-557.	1.2	100
144	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.	1.8	14

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145	Environmental commitment: a basis for environmental entrepreneurship?. <i>Journal of Organizational Change Management</i> , 1998, 11, 38-49.	1.7	162
146	Developing green products: learning from stakeholders. <i>Asia Pacific Journal of Marketing and Logistics</i> , 1998, 10, 22-43.	1.8	30
147	Multiple senders and receivers: a business communication model. <i>Corporate Communications</i> , 1998, 3, 83-91.	1.1	5
148	International environmental marketing claims. <i>International Marketing Review</i> , 1997, 14, 218-232.	2.2	84
149	“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.	4.2	7
150	Stakeholder management and the stakeholder matrix: Potential strategic marketing tools. <i>Journal of Market-Focused Management</i> , 1996, 1, 209.	0.3	60
151	Small Business and Sport Sponsorship. <i>Journal of Promotion Management</i> , 1996, 3, 121-140.	2.4	10
152	An International Comparison of Environmental Advertising: Substantive versus Associative Claims. <i>Journal of Macromarketing</i> , 1996, 16, 57-68.	1.7	80
153	Regulation of Environmental Marketing Claims: A Comparative Perspective. <i>International Journal of Advertising</i> , 1995, 14, 1-24.	4.2	56
154	Using strategic alliances to develop credible green marketing. <i>Journal of Consumer Marketing</i> , 1995, 12, 4-18.	1.2	162
155	A stakeholder theory approach to designing environmental marketing strategy. <i>Journal of Business and Industrial Marketing</i> , 1995, 10, 29-46.	1.8	254
156	Incorporating the Natural Environment in Corporate Strategy: A Stakeholder Approach. <i>Journal of Business Strategies</i> , 1995, 12, 151-168.	0.1	12
157	An Introduction To Green Marketing. <i>Electronic Green Journal</i> , 1994, 1, .	0.1	256
158	Environmental Consciousness and the Business Curricula:. <i>Journal of Teaching in International Business</i> , 1994, 5, xv-xviii.	0.2	7
159	Corporate environmental commitment: Developing the operational concept. <i>Business Strategy and the Environment</i> , 1994, 3, 17-28.	8.5	21
160	Marketing Journals and Asia-Pacific Marketing Academics. <i>Australasian Marketing Journal</i> , 1993, 1, 61-69.	0.5	14
161	Causal linkages between psychographic and demographic determinants of outshopping behaviour. <i>International Review of Retail, Distribution and Consumer Research</i> , 1993, 3, 303-319.	1.3	26
162	Rural Outshopping in Australia: The Bathurstâ€œOrange Region. <i>European Journal of Marketing</i> , 1992, 26, 5-16.	1.7	90

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163	Corporate environmental commitment in Australia: A sectorial comparison. <i>Business Strategy and the Environment</i> , 1992, 1, 25-39.	8.5	65
164	Motivations of South African emigrants. <i>Applied Economics</i> , 1988, 20, 1293-1315.	1.2	11
165	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
166	Green Marketing Strategies. , 0, , 231-253.		3
167	Factors Leading to Health Care Exclusion Among African Refugees in Australia: The Case of Blood Donation. <i>Journal of Marketing & Public Policy</i> , 0, , 074867661881311.	2.4	0
168	Understanding settlement services literacy and the provision of settlement services for humanitarian migrants in Australiaâ€”A service provider perspective. <i>Australian Journal of Social Issues</i> , 0, , .	1.7	1