

Sharyn Rundle-Thiele

List of Publications by Year in descending order

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Version: 2024-02-01

155
papers

4,265
citations

126907

33
h-index

149698

56
g-index

158
all docs

158
docs citations

158
times ranked

2944
citing authors

#	ARTICLE	IF	CITATIONS
1	Advertising appeals effectiveness: a systematic literature review. <i>Health Promotion International</i> , 2023, 38, .	1.8	3
2	Going . . . Going . . . Going . . . Not Yet Gone! Enhancing Small-scale Festival Survival. <i>Event Management</i> , 2022, 26, 513-529.	1.1	2
3	Preventing Littering: Itâ€™s Not All about Sticks!. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2022, 34, 371-394.	1.6	3
4	Integrating student and teacher insights to a school-based alcohol program through co-design. <i>Health Promotion International</i> , 2022, 37, .	1.8	2
5	Social Marketing @ Griffith. , 2022, , 1-5.		0
6	Improving theory use in social marketing: the TITE four-step theory application process. <i>Journal of Social Marketing</i> , 2022, 12, 222-255.	2.3	11
7	Designing energy solutions: a comparison of two participatory design approaches for service innovation. <i>Journal of Service Theory and Practice</i> , 2022, 32, 353-377.	3.2	8
8	Participatory design application in obesity prevention targeting young adults and adolescents: a mixed-methods systematic scoping review protocol. <i>Systematic Reviews</i> , 2022, 11, 51.	5.3	4
9	Can social cognitive theory explain breakfast frequency in workplace institutional feeding populations?. <i>Journal of Social Marketing</i> , 2022, 12, 373-394.	2.3	1
10	Evaluation of Social Impact Within Primary School Health Promotion: A Systematic Review. <i>Journal of School Health</i> , 2022, 92, 739-764.	1.6	1
11	50 years of social marketing: seeding solutions for the future. <i>European Journal of Marketing</i> , 2022, 56, 1434-1463.	2.9	13
12	Improving Well-Being in Young Adults: A Social Marketing Proof-of-Concept. <i>International Journal of Environmental Research and Public Health</i> , 2022, 19, 5248.	2.6	6
13	BUILD: a five-step process to develop theory-driven social marketing interventions. <i>Journal of Social Marketing</i> , 2022, 12, 473-494.	2.3	5
14	A Small-Scale Festival As a Catalyst for Individual and Community Change. <i>Event Management</i> , 2022, 26, 1833-1848.	1.1	3
15	Increasing Seasonal Influenza Vaccination among University Students: A Systematic Review of Programs Using a Social Marketing Perspective. <i>International Journal of Environmental Research and Public Health</i> , 2022, 19, 7138.	2.6	14
16	The relative merit of two segmentation approaches: executives views and a cost-benefit analysis. <i>Journal of Social Marketing</i> , 2022, 12, 607.	2.3	1
17	Waste not Want not: A Co-Created Food Waste Pilot. , 2021, , 47-65.		2
18	Co-designing social marketing programs with â€œbottom of the pyramidâ€•citizens. <i>International Journal of Market Research</i> , 2021, 63, 86-105.	3.8	11

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19	Working within resource constraints: a qualitative segmentation study. <i>Journal of Strategic Marketing</i> , 2021, 29, 247-263.	5.5	1
20	Influencing household-level waste-sorting and composting behaviour: What works? A systematic review (1995–2020) of waste management interventions. <i>Waste Management and Research</i> , 2021, 39, 892-909.	3.9	33
21	A systematic review of interventions to increase breakfast consumption: a socio-cognitive perspective. <i>Public Health Nutrition</i> , 2021, 24, 3253-3268.	2.2	9
22	Changing Fertilizer Management Practices in Sugarcane Production: Cane Grower Survey Insights. <i>Land</i> , 2021, 10, 98.	2.9	5
23	Evaluation of Find Your Fuel: A Point-of-Service Labelling Campaign in a Military Dining Facility. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 1340.	2.6	0
24	Integrating Theory in Co-design: An Abductive Approach. <i>Australasian Marketing Journal</i> , 2021, 29, 66-77.	5.4	15
25	Co-creating Virtual Reality Interventions for Alcohol Prevention: Living Lab vs. Co-design. <i>Frontiers in Public Health</i> , 2021, 9, 634102.	2.7	19
26	Are we speaking the same language? Call for action to improve theory application and reporting in behaviour change research. <i>BMC Public Health</i> , 2021, 21, 479.	2.9	21
27	Moving theory focus beyond individuals targeted for change: observing project stakeholder interactions. <i>Journal of Social Marketing</i> , 2021, 11, 148-166.	2.3	3
28	Theoretical Underpinnings in Research Investigating Barriers for Implementing Environmentally Sustainable Farming Practices: Insights from a Systematic Literature Review. <i>Land</i> , 2021, 10, 386.	2.9	14
29	Capability, opportunity, and motivation: an across contexts empirical examination of the COM-B model. <i>BMC Public Health</i> , 2021, 21, 1014.	2.9	52
30	A review of social marketing interventions in low- and middle-income countries (2010–2019). <i>Journal of Social Marketing</i> , 2021, 11, 240-258.	2.3	16
31	CBE: A Framework to Guide the Application of Marketing to Behavior Change. <i>Social Marketing Quarterly</i> , 2021, 27, 175-194.	1.7	28
32	Social Advertising Effectiveness in Driving Action: A Study of Positive, Negative and Coactive Appeals on Social Media. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 5954.	2.6	10
33	Designing an eHealth Well-Being Program: A Participatory Design Approach. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 7250.	2.6	2
34	Engaging dog trainers in a city-wide roll-out of koala aversion skill enhancement: a social marketing program. <i>Australasian Journal of Environmental Management</i> , 2021, 28, 236-247.	1.1	6
35	Motivators of Indiscriminate and Unsafe Supplement Use among Young Australians. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 9974.	2.6	3
36	Community perspectives and engagement in sustainable solid waste management (SWM) in Fiji: A socioecological thematic analysis. <i>Journal of Environmental Management</i> , 2021, 298, 113455.	7.8	23

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37	Can Social Cognitive Theory Influence Breakfast Frequency in an Institutional Context: A Qualitative Study. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 11270.	2.6	3
38	Motivating Seasonal Influenza Vaccination and Cross-Promoting COVID-19 Vaccination: An Audience Segmentation Study among University Students. <i>Vaccines</i> , 2021, 9, 1397.	4.4	6
39	Consumer perspectives on household food waste reduction campaigns. <i>Journal of Cleaner Production</i> , 2020, 243, 118608.	9.3	58
40	Influencing tourists' pro-environmental behaviours: A social marketing application. <i>Tourism Management Perspectives</i> , 2020, 36, 100740.	5.2	26
41	User Experiences with a Virtual Alcohol Prevention Simulation for Danish Adolescents. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 6945.	2.6	12
42	Eating Behaviors in Australian Military Personnel: Constructing a System of Interest for a Social Marketing Intervention. <i>Social Marketing Quarterly</i> , 2020, 26, 229-243.	1.7	11
43	Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. <i>Journal of Social Marketing</i> , 2020, 10, 357-375.	2.3	36
44	A citizen-centred approach to CSR in banking. <i>International Journal of Bank Marketing</i> , 2020, ahead-of-print, .	6.4	5
45	Rewiring the STEM pipeline - a C-B-E framework to female retention. <i>Journal of Social Marketing</i> , 2020, 10, 427-446.	2.3	13
46	Motivating Military Trainee Healthy Eating: Insight from Two Sites. <i>Foods</i> , 2020, 9, 1053.	4.3	5
47	Co-Creating a Virtual Alcohol Prevention Simulation with Young People. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 1097.	2.6	24
48	Impact of Dining Hall Structural Changes on Food Choices: A Pre-Post Observational Study. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 913.	2.6	2
49	Outcome Evaluation of an Empirical Study: Food Waste Social Marketing Pilot. <i>Social Marketing Quarterly</i> , 2020, 26, 111-128.	1.7	23
50	Co-Designing and Learning in Virtual Reality: Development of Tool for Alcohol Resistance Training. <i>Electronic Journal of E-Learning</i> , 2020, 18, .	2.6	11
51	The Impact of Serious Educational Gameplay on Adolescent Binge Drinking Intentions: A Theoretically Grounded Empirical Examination. <i>Health Education and Behavior</i> , 2019, 46, 114-125.	2.5	7
52	Generating new directions for reducing dog and koala interactions: a social marketing formative research study. <i>Australasian Journal of Environmental Management</i> , 2019, 26, 173-187.	1.1	28
53	Factors explaining shared clothes consumption in China: Individual benefit or planet concern?. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2019, 24, e1652.	0.8	18
54	Co-design: from expert- to user-driven ideas in public service design. <i>Public Management Review</i> , 2019, 21, 1595-1619.	4.9	138

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55	Assessing Support for Advantaged and Disadvantaged Groups: A Comparison of Urban Food Environments. <i>International Journal of Environmental Research and Public Health</i> , 2019, 16, 1135.	2.6	9
56	(Re)Focussing on behavioural change: an examination of the utility of hidden Markov modelling. <i>Journal of Social Marketing</i> , 2019, 9, 130-145.	2.3	4
57	Rethinking behaviour change: a dynamic approach in social marketing. <i>Journal of Social Marketing</i> , 2019, 9, 252-268.	2.3	14
58	Reported theory use in electronic health weight management interventions targeting young adults: a systematic review. <i>Health Psychology Review</i> , 2019, 13, 295-317.	8.6	32
59	A Positive Behavioral Approach: Identifying Theoretical Factors Influencing Moderate Drinking Practices. <i>Social Marketing Quarterly</i> , 2019, 25, 107-122.	1.7	9
60	Learning what our target audiences think and do: extending segmentation to all four bases. <i>BMC Public Health</i> , 2019, 19, 382.	2.9	15
61	Group-level motives for alcohol consumption in a young adult sample. <i>Health Education</i> , 2019, 119, 18-34.	0.9	1
62	Perceived benefits and barriers of walking among overweight and obese adults. <i>Health Marketing Quarterly</i> , 2019, 36, 54-70.	1.0	8
63	Parent and peer behavior: fueling adolescent binge drinking intentions?. <i>Journal of Consumer Marketing</i> , 2019, 36, 539-550.	2.3	5
64	Engaging the Dog Owner Community in the Design of an Effective Koala Aversion Program. <i>Social Marketing Quarterly</i> , 2019, 25, 55-68.	1.7	36
65	Is destination marketing missing the mark? A Fraser Coast segmentation analysis. <i>Journal of Destination Marketing & Management</i> , 2019, 12, 12-14.	5.3	7
66	Virtual reality in social marketing: a process evaluation. <i>Marketing Intelligence and Planning</i> , 2019, 37, 806-820.	3.5	36
67	Systematic literature review of best practice in food waste reduction programs. <i>Journal of Social Marketing</i> , 2019, 9, 447-466.	2.3	79
68	Utilising stakeholder theory for social marketing process evaluation in a food waste context. <i>Journal of Social Marketing</i> , 2019, 9, 270-287.	2.3	17
69	Taking a wider view. <i>Journal of Social Marketing</i> , 2019, 9, 467-484.	2.3	11
70	Segmenting Young Adult University Student's Eating Behaviour: A Theory-Informed Approach. <i>Nutrients</i> , 2019, 11, 2793.	4.1	12
71	A systematic review of parent based programs to prevent or reduce alcohol consumption in adolescents. <i>BMC Public Health</i> , 2019, 19, 1451.	2.9	35
72	Social marketing theory development goals: an agenda to drive change. <i>Journal of Marketing Management</i> , 2019, 35, 160-181.	2.3	80

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73	Appraisal of short and long versions of the Nutrition Environment Measures Survey (NEMS-S and) Tj ETQq1 1 0.784314 rgBT /Overloc	2.2	5
74	Australian migrantsâ€™ social cultural adaptation and consumption behaviour towards food and alcohol. <i>International Journal of Consumer Studies</i> , 2019, 43, 2-13.	11.6	3
75	Identifying whale-watching tourist differences to maximize return on investment. <i>Journal of Vacation Marketing</i> , 2019, 25, 390-402.	4.3	8
76	Reported theory use in walking interventions: a literature review and research agenda. <i>Health Promotion International</i> , 2019, 34, 601-615.	1.8	6
77	Extending understanding of the internal marketing practice and employee satisfaction relationship: A budget Chinese airline empirical examination. <i>Journal of Vacation Marketing</i> , 2019, 25, 88-98.	4.3	16
78	Weight Management in Young Adults: Systematic Review of Electronic Health Intervention Components and Outcomes. <i>Journal of Medical Internet Research</i> , 2019, 21, e10265.	4.3	49
79	Can the theory of planned behaviour explain walking to and from school among Australian children? A social marketing formative research study. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2018, 23, e1599.	0.8	11
80	Social marketing theory measurement precision: a theory of planned behaviour illustration. <i>Journal of Social Marketing</i> , 2018, 8, 182-201.	2.3	29
81	Alcohol Warning Label Awareness and Attention: A Multi-method Study. <i>Alcohol and Alcoholism</i> , 2018, 53, 39-45.	1.6	28
82	Measuring adolescent drinking-refusal self-efficacy: Development and validation of the Drinking Refusal Self-Efficacy Questionnaire-Shortened Adolescent version (DRSEQ-SRA). <i>Addictive Behaviors</i> , 2018, 81, 70-77.	3.0	11
83	Generating consumer insights into physical activity patterns for three different segments. <i>Journal of Strategic Marketing</i> , 2018, 26, 188-202.	5.5	9
84	Validation of the Adolescent Drinking Expectancy Questionnaire and development of a short form. <i>Drug and Alcohol Review</i> , 2018, 37, 396-405.	2.1	4
85	Observing alcohol drinking in licensed premises: a formative social marketing study. <i>Journal of Social Marketing</i> , 2018, 8, 40-57.	2.3	5
86	Segmenting a Water Use Market. <i>Social Marketing Quarterly</i> , 2018, 24, 3-17.	1.7	28
87	Winery website loyalty: the role of sales promotion and service attributes. <i>International Journal of Wine Business Research</i> , 2018, 30, 138-152.	2.0	13
88	Inclusion of ethics, social responsibility, and sustainability in business school curricula: a benchmark study. <i>International Review on Public and Nonprofit Marketing</i> , 2017, 14, 19-34.	2.0	23
89	Social marketing interventions aiming to increase physical activity among adults. <i>Health Education</i> , 2017, 117, 69-89.	0.9	38
90	Self-efficacy or perceived behavioural control: Which influences consumers' physical activity and healthful eating behaviour maintenance?. <i>Journal of Consumer Behaviour</i> , 2017, 16, 413-423.	4.2	48

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91	The Use of the Major Components of Social Marketing. <i>Social Marketing Quarterly</i> , 2017, 23, 232-248.	1.7	51
92	Delivering Healthy Food Choice. <i>Social Marketing Quarterly</i> , 2017, 23, 266-283.	1.7	18
93	Littering Reduction. <i>Social Marketing Quarterly</i> , 2017, 23, 203-222.	1.7	42
94	Co-designing services with vulnerable consumers. <i>Journal of Service Theory and Practice</i> , 2017, 27, 663-688.	3.2	104
95	Caring for baby: what sources of information do mothers use and trust?. <i>Journal of Services Marketing</i> , 2017, 31, 677-689.	3.0	7
96	A Socioecological Examination of Observing Littering Behavior. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2017, 29, 235-253.	1.6	27
97	Indonesian healthy living intentions: Segmentation study insights. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2017, 22, e1574.	0.8	6
98	A Systematic Literature Review and Research Agenda for Organ Donation Decision Communication. <i>Progress in Transplantation</i> , 2017, 27, 309-320.	0.7	19
99	Promoting active travel to school: a systematic review (2010â€“2016). <i>BMC Public Health</i> , 2017, 17, 638.	2.9	72
100	Expanding the Formative Research Toolkit. , 2017, , 1-9.		7
101	Why We Need Segmentation When Designing Social Marketing Programs. , 2017, , 197-214.		6
102	An Umbrella Review of the Use of Segmentation in Social Marketing Interventions. , 2017, , 9-23.		15
103	Segmenting Caregivers to Gain Insights for Social Marketing Program Design. , 2017, , 143-159.		0
104	â€œEveryone was wastedâ€ Insights from adolescentsâ€™ alcohol experience narratives. <i>Young Consumers</i> , 2016, 17, 321-336.	3.5	3
105	Co-designing social marketing programs. <i>Journal of Social Marketing</i> , 2016, 6, 41-61.	2.3	51
106	Perceived benefits and barriers of physical activity: A social marketing formative study. <i>Health Marketing Quarterly</i> , 2016, 33, 181-194.	1.0	13
107	Seeing through a Glass Onion: broadening and deepening formative research in social marketing through a mixed methods approach. <i>Journal of Marketing Management</i> , 2016, 32, 1083-1102.	2.3	30
108	Exploring the impact of self-construal and cultural intelligence on alcohol consumption: implications for social marketing. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2016, 21, 269-285.	0.8	3

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109	Understanding caregiversâ€™ intentions for their child to walk to school: Further application of the theory of planned behavior. <i>Health Marketing Quarterly</i> , 2016, 33, 307-320.	1.0	15
110	A Hierarchy-of-Effects Approach to Designing a Social Marketing Game. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2016, 28, 105-128.	1.6	23
111	A systematic literature review of alcohol education programmes in middle and high school settings (2000-2014). <i>Health Education</i> , 2016, 116, 50-68.	0.9	18
112	Community-based social marketing: effects on social norms. <i>Journal of Social Marketing</i> , 2016, 6, 193-210.	2.3	28
113	What can social marketing learn from Dirichlet theory patterns in a physical activity context?. <i>Marketing Intelligence and Planning</i> , 2016, 34, 41-60.	3.5	26
114	A Systematic Review of Stakeholder Involvement in Social Marketing Interventions. <i>Australasian Marketing Journal</i> , 2016, 24, 8-19.	5.4	55
115	Social marketing and multidisciplinary behaviour change. , 2016, , 135-156.		3
116	Electronic games: can they create value for the moderate drinking brand?. <i>Journal of Social Marketing</i> , 2015, 5, 258-278.	2.3	35
117	Breaking it down: unpacking childrenâ€™s lunchboxes. <i>Young Consumers</i> , 2015, 16, 438-453.	3.5	11
118	No pain, no gain: insights into changing individual volitional behaviour. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2015, 20, 170-187.	0.8	2
119	One Size (Never) Fits All: Segment Differences Observed Following a Schoolâ€Based Alcohol Social Marketing Program. <i>Journal of School Health</i> , 2015, 85, 251-259.	1.6	36
120	Differential segmentation responses to an alcohol social marketing program. <i>Addictive Behaviors</i> , 2015, 49, 68-77.	3.0	47
121	Using two-step cluster analysis to identify homogeneous physical activity groups. <i>Marketing Intelligence and Planning</i> , 2015, 33, 522-537.	3.5	98
122	Looking back and moving forwards: An agenda for social marketing research. <i>Recherche Et Applications En Marketing</i> , 2015, 30, 128-133.	0.5	13
123	A theoretical approach to segmenting childrenâ€™s walking behaviour. <i>Young Consumers</i> , 2015, 16, 159-171.	3.5	35
124	A systematic review assessing the extent of social marketing principle use in interventions targeting children (2000-2014). <i>Young Consumers</i> , 2015, 16, 141-158.	3.5	57
125	Segmenting Potential Nature-Based Tourists Based on Temporal Factors. <i>Journal of Travel Research</i> , 2015, 54, 251-265.	9.0	43
126	Consumersâ€™ evaluation toward tobacco companies: implications for social marketing. <i>Marketing Intelligence and Planning</i> , 2015, 33, 276-291.	3.5	11

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127	Minimizing alcohol harm: A systematic social marketing review (2000â€“2014). <i>Journal of Business Research</i> , 2015, 68, 2214-2222.	10.2	152
128	Rétrospective et perspective d'avenir: un plan d'action pour la recherche en marketing social. <i>Recherche Et Applications En Marketing</i> , 2015, 30, 133-139.	0.5	8
129	FASD Prevention Interventions Valued by Australian and Canadian Women. <i>Applying Quality of Life Research</i> , 2015, , 249-261.	0.3	0
130	Social Marketing Physical Activity Interventions Among Adults 60 Years and Older. <i>Social Marketing Quarterly</i> , 2015, 21, 214-229.	1.7	49
131	Maintaining or changing a drinking behavior? GOKA's short-term outcomes. <i>Journal of Business Research</i> , 2015, 68, 2155-2163.	10.2	41
132	The cracked glass ceiling: equal work but unequal status. <i>Higher Education Research and Development</i> , 2014, 33, 456-468.	2.9	26
133	Fighting to eat healthfully: measurements of the military food environment. <i>Journal of Social Marketing</i> , 2014, 4, 223-239.	2.3	22
134	Eating for the better: a social marketing review (2000â€“2012). <i>Public Health Nutrition</i> , 2014, 17, 1628-1639.	2.2	199
135	The moderating effect of cultural congruence on the internal marketing practice and employee satisfaction relationship: An empirical examination of Australian and Taiwanese born tourism employees. <i>Tourism Management</i> , 2014, 42, 196-206.	9.8	89
136	Understanding What Really Motivates Attendance: A Music Festival Segmentation Study. <i>Journal of Travel and Tourism Marketing</i> , 2013, 30, 610-623.	7.0	35
137	Toward an Understanding of Donor Loyalty: Demographics, Personality, Persuasion, and Revenue. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2012, 24, 65-81.	1.6	18
138	Onsite or Online? A Comparison of Event Segmentation Data Collection Methods. <i>Advances in Hospitality and Leisure</i> , 2012, , 247-256.	0.2	2
139	Segmenting and Targeting American University Students to Promote Responsible Alcohol Use: A Case for Applying Social Marketing Principles. <i>Health Marketing Quarterly</i> , 2011, 28, 287-303.	1.0	24
140	Marketing capabilities: Antecedents and implications for B2B SME performance. <i>Industrial Marketing Management</i> , 2011, 40, 368-375.	6.7	231
141	Event segmentation: A review and research agenda. <i>Tourism Management</i> , 2011, 32, 426-434.	9.8	98
142	Understanding loyalty from a customer's perspective. <i>Journal of Customer Behavior</i> , 2010, 9, 283-298.	0.0	5
143	Patient Influences on Satisfaction and Loyalty for GP Services. <i>Health Marketing Quarterly</i> , 2010, 27, 195-214.	1.0	33
144	Destination Segmentation: A Recommended Two-Step Approach. <i>Journal of Travel Research</i> , 2010, 49, 139-152.	9.0	76

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145	All things being equal: observing Australian individual academic workloads. <i>Journal of Higher Education Policy and Management</i> , 2010, 32, 225-237.	2.3	8
146	Lack of early engagement: a preëminent barrier to Australian university bequest giving?. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2009, 14, 271-283.	0.8	4
147	Segmentation: A tourism stakeholder view. <i>Tourism Management</i> , 2009, 30, 169-175.	9.8	140
148	Different strokes for different folks: A method to accommodate decision -making heterogeneity. <i>Journal of Retailing and Consumer Services</i> , 2009, 16, 495-501.	9.4	4
149	Lessons learned from renewable electricity marketing attempts: A case study. <i>Business Horizons</i> , 2008, 51, 181-190.	5.2	34
150	Decisions, Decisions, Decisions: Multiple Pathways to Choice. <i>International Journal of Market Research</i> , 2008, 50, 797-816.	3.8	13
151	Do or dieâ€”Strategic decision-making following a shock event. <i>Tourism Management</i> , 2007, 28, 615-620.	9.8	39
152	The brand loyalty life cycle: Implications for marketers. <i>Journal of Brand Management</i> , 2005, 12, 250-263.	3.5	64
153	Elaborating customer loyalty: exploring loyalty to wine retailers. <i>Journal of Retailing and Consumer Services</i> , 2005, 12, 333-344.	9.4	75
154	A comparison of attitudinal loyalty measurement approaches. <i>Journal of Brand Management</i> , 2002, 9, 193-209.	3.5	222
155	Laying the foundations for success: co-creating sustainable marketing solutions. <i>Journal of Strategic Marketing</i> , 0, , 1-29.	5.5	4