

Sara Dolnicar

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

243
papers

8,931
citations

58
h-index

86
g-index

319
ext. papers

10,418
ext. citations

4.9
avg. IF

7.29
L-index

#	Paper	IF	Citations
243	Habit drives sustainable tourist behaviour. <i>Annals of Tourism Research</i> , 2022 , 92, 103329	7.7	8
242	Segmentation - Tourism 2022 , 1-4		
241	Designing Good Survey Studies 2022 , 95-110		
240	Tourism and vaccine hesitancy. <i>Annals of Tourism Research</i> , 2021 , 92, 103320	7.7	5
239	5/7-point Likert scales aren't always the best option. <i>Annals of Tourism Research</i> , 2021 , 91, 103297	7.7	3
238	Drivers of plate waste at buffets: A comprehensive conceptual model based on observational data and staff insights. <i>Annals of Tourism Research Empirical Insights</i> , 2021 , 2, 100010	3	6
237	The shuttle bus survey: Achieving higher response rates in (longitudinal) guest surveys. <i>Annals of Tourism Research</i> , 2021 , 86, 102962	7.7	1
236	Sharing economy and peer-to-peer accommodation – a perspective paper. <i>Tourism Review</i> , 2021 , 76, 34-37	5.2	3
235	Eat up! Prevention of plate waste in tourism and hospitality: a perspective paper. <i>Tourism Review</i> , 2021 , 76, 43-46	5.2	4
234	The evolution of Airbnb regulation - An international longitudinal investigation 2008–2020. <i>Annals of Tourism Research</i> , 2021 , 87, 102983	7.7	8
233	The excuses tourists use to justify environmentally unfriendly behaviours. <i>Tourism Management</i> , 2021 , 83, 104253	10.8	5
232	How many manuscripts should I review for journals? Paying it forward to our academic children and our academic children yet unborn. <i>Annals of Tourism Research</i> , 2021 , 86, 103059	7.7	3
231	The formation and functioning of the Airbnb neo-tribe. Exploring peer-to-peer accommodation host groups. <i>Tourism Management Perspectives</i> , 2021 , 37, 100760	5.8	4
230	Which types of product attributes lead to aviation voluntary carbon offsetting among air passengers?. <i>Tourism Management</i> , 2021 , 85, 104276	10.8	11
229	Too Clean or Not to Clean? Reducing Daily Routine Hotel Room Cleaning by Letting Tourists Answer This Question for Themselves. <i>Journal of Travel Research</i> , 2021 , 60, 220-229	6.3	11
228	Cognitive load reduction strategies in questionnaire design. <i>International Journal of Market Research</i> , 2021 , 63, 125-133	1.7	2
227	Market Segmentation for e-Tourism 2021 , 1-15		1

226 Food Waste **2021**, 1-2

225	Designing for more environmentally friendly tourism. <i>Annals of Tourism Research</i> , 2020 , 84, 102933	7.7	34
224	Reducing the plate waste of families at hotel buffets [A quasi-experimental field study. <i>Tourism Management</i> , 2020 , 80, 104103	10.8	34
223	A pro-active model of journal editing. <i>Annals of Tourism Research</i> , 2020 , 81, 102894	7.7	6
222	COVID19 and Airbnb - Disrupting the Disruptor. <i>Annals of Tourism Research</i> , 2020 , 83, 102961	7.7	108
221	Does hosting on Airbnb offer hosts vacation-like benefits? Proposing a reconceptualization of peer-to-peer accommodation. <i>Journal of Hospitality and Tourism Management</i> , 2020 , 43, 111-119	6	15
220	Carbon labels on restaurant menus: do people pay attention to them?. <i>Journal of Sustainable Tourism</i> , 2020 , 28, 51-68	5.7	14
219	A review of experiments in tourism and hospitality. <i>Annals of Tourism Research</i> , 2020 , 80, 102858	7.7	110
218	Why quantitative papers based on primary data get desk-rejected by. <i>Annals of Tourism Research</i> , 2020 , 83, 102981	7.7	9
217	Do tourists notice social responsibility information?. <i>Current Issues in Tourism</i> , 2020 , 23, 559-571	5.8	2
216	Conceptualizing vacation dedication. <i>Current Issues in Tourism</i> , 2020 , 23, 1732-1736	5.8	3
215	Know what you're going to ask me! Why respondents don't read survey questions. <i>International Journal of Market Research</i> , 2019 , 61, 366-379	1.7	7
214	Reduce reuse and don't recycle!. <i>Annals of Tourism Research</i> , 2019 , 77, 62-63	7.7	1
213	Making cause-related corporate social responsibility (CSR) count in holiday accommodation choice. <i>Tourism Management</i> , 2019 , 75, 66-77	10.8	31
212	Brilliance is succinct: Embrace and respect the short communication. <i>Annals of Tourism Research</i> , 2019 , 76, 290	7.7	3
211	Enabling people with impairments to use Airbnb. <i>Annals of Tourism Research</i> , 2019 , 76, 278-289	7.7	23
210	Carer Factors Associated with Foster-Placement Success and Breakdown. <i>British Journal of Social Work</i> , 2019 , 49, 503-522	1.2	7
209	A review of research into paid online peer-to-peer accommodation: Launching the Annals of Tourism Research Curated Collection on peer-to-peer accommodation.. <i>Annals of Tourism Research</i> , 2019 , 75, 248-264	7.7	112

208	Drivers of plate waste: A mini theory of action based on staff observations. <i>Annals of Tourism Research</i> , 2019 , 78, 102731	7.7	14
207	Maximizing participation from online survey panel members. <i>International Journal of Market Research</i> , 2019 , 147078531988070	1.7	4
206	Improving the stability of market segmentation analysis. <i>International Journal of Contemporary Hospitality Management</i> , 2019 , 32, 1393-1411	7.5	13
205	Survey research in tourism: a perspective paper. <i>Tourism Review</i> , 2019 , 75, 20-23	5.2	2
204	Market segmentation analysis in tourism: a perspective paper. <i>Tourism Review</i> , 2019 , 75, 45-48	5.2	19
203	Changing service settings for the environment: How to reduce negative environmental impacts without sacrificing tourist satisfaction. <i>Annals of Tourism Research</i> , 2019 , 76, 301-304	7.7	12
202	A good graph is worth a thousand numbers. <i>Annals of Tourism Research</i> , 2019 , 76, 338-342	7.7	0
201	The changing importance of vacations: Proposing a theoretical explanation for the changing contribution of vacations to people's quality of life. <i>Annals of Tourism Research</i> , 2019 , 77, 154-157	7.7	2
200	Public acceptance of recycled water. <i>International Journal of Water Resources Development</i> , 2019 , 35, 551-586	3	81
199	A Sharing-Based Approach to Enticing Tourists to Behave More Environmentally Friendly. <i>Journal of Travel Research</i> , 2019 , 58, 241-252	6.3	65
198	What can agencies do to increase foster carer satisfaction?. <i>Child and Family Social Work</i> , 2018 , 23, 212-223		8
197	Instructional Manipulation Checks: A longitudinal analysis with implications for MTurk. <i>International Journal of Research in Marketing</i> , 2018 , 35, 258-269	5.5	30
196	Food tourism subsegments: A data-driven analysis. <i>International Journal of Tourism Research</i> , 2018 , 20, 367-377	3.7	38
195	Identifying superfluous survey items. <i>Journal of Retailing and Consumer Services</i> , 2018 , 43, 39-45	8.5	7
194	Biting Off More Than They Can Chew: Food Waste at Hotel Breakfast Buffets. <i>Journal of Travel Research</i> , 2018 , 57, 232-242	6.3	65
193	How to Avoid Random Market Segmentation Solutions. <i>Journal of Travel Research</i> , 2018 , 57, 69-82	6.3	41
192	Market Segmentation Analysis. <i>Management for Professionals</i> , 2018 ,	0.4	32
191	Market Segmentation Analysis. <i>Management for Professionals</i> , 2018 , 11-22	0.4	6

190	Step 9: Customising the Marketing Mix. <i>Management for Professionals</i> , 2018 , 245-254	0.4	
189	Step 10: Evaluation and Monitoring. <i>Management for Professionals</i> , 2018 , 255-267	0.4	1
188	Step 3: Collecting Data. <i>Management for Professionals</i> , 2018 , 39-55	0.4	
187	Step 4: Exploring Data. <i>Management for Professionals</i> , 2018 , 57-73	0.4	1
186	Step 5: Extracting Segments. <i>Management for Professionals</i> , 2018 , 75-181	0.4	3
185	Step 6: Profiling Segments. <i>Management for Professionals</i> , 2018 , 183-197	0.4	1
184	Step 7: Describing Segments. <i>Management for Professionals</i> , 2018 , 199-236	0.4	
183	A reflection on survey research in hospitality. <i>International Journal of Contemporary Hospitality Management</i> , 2018 , 30, 3412-3422	7.5	17
182	In a Galaxy Far, Far Away . . . Market Yourself Differently. <i>Journal of Travel Research</i> , 2017 , 56, 593-598	6.3	4
181	Using segment level stability to select target segments in data-driven market segmentation studies. <i>Marketing Letters</i> , 2017 , 28, 423-436	2.3	9
180	May I sleep in your bed? Getting permission to book. <i>Annals of Tourism Research</i> , 2017 , 62, 1-12	7.7	90
179	Substitutable by peer-to-peer accommodation networks?. <i>Annals of Tourism Research</i> , 2017 , 66, 185-188	7.7	61
178	Improving carbon offsetting appeals in online airplane ticket purchasing: testing new messages, and using new test methods. <i>Journal of Sustainable Tourism</i> , 2017 , 25, 955-969	5.7	33
177	What makes foster carers think about quitting? Recommendations for improved retention of foster carers. <i>Child and Family Social Work</i> , 2017 , 22, 1175-1186	1.3	25
176	Drivers of pro-environmental tourist behaviours are not universal. <i>Journal of Cleaner Production</i> , 2017 , 166, 879-890	10.3	89
175	Visiting friends or relatives?. <i>Tourism Management</i> , 2017 , 60, 56-64	10.8	27
174	Methods in Segmentation 2017 , 93-107		5
173	Communicating with parents of obese children: which channels are most effective?. <i>Health Expectations</i> , 2017 , 20, 349-360	3.7	4

172	Which hotel guest segments reuse towels? Selling sustainable tourism services through target marketing. <i>Journal of Sustainable Tourism</i> , 2017 , 25, 921-934	5.7	50
171	Residents Open Their Homes to Tourists When Disaster Strikes. <i>Journal of Travel Research</i> , 2017 , 56, 1065-1078	6.3	27
170	Do Pro-environmental Appeals Trigger Pro-environmental Behavior in Hotel Guests?. <i>Journal of Travel Research</i> , 2017 , 56, 988-997	6.3	78
169	Unique Features of the Networks 2017 ,		5
168	The Business Model 2017 ,		3
167	Airbnb and its Competitors 2017 ,		3
166	Entrepreneurship Opportunities 2017 ,		7
165	Filling Infrastructure Gaps 2017 ,		2
164	Facilitating Events 2017 ,		1
163	Regulatory Reactions Around the World 2017 ,		4
162	Networks in China 2017 ,		2
161	Guests with Disabilities 2017 ,		1
160	Environmental Sustainability 2017 ,		1
159	Types of Network Members 2017 ,		1
158	The Sharing Economy 2017 ,		1
157	Will Networks Become One-stop Travel Shops? 2017 ,		1
156	Networks and Hosts [a Love-Hate Relationship 2017 ,		1
155	Do Hosts Discriminate? 2017 ,		1

154	Helping when Disaster Hits 2017 ,		1
153	Increasing Civic Engagement Through Market Segmentation 2017 , 129-142		1
152	Word-of-Mouth Segments: Online, Offline, Visual or Verbal?. <i>Journal of Travel Research</i> , 2016 , 55, 481-492	3	41
151	Preventing tourists from canceling in times of crises. <i>Annals of Tourism Research</i> , 2016 , 60, 48-62	7.7	28
150	Comparing Association Grids and Pick Any Lists for Measuring Brand Attributes. <i>International Journal of Market Research</i> , 2016 , 58, 779-793	1.7	3
149	Uptake of resource efficiency measures among European small and medium-sized accommodation and food service providers. <i>Journal of Hospitality and Tourism Management</i> , 2016 , 26, 45-49	6	18
148	Communicating to culture audiences. <i>Marketing Intelligence and Planning</i> , 2016 , 34, 462-485	3.2	2
147	Increasing sample size compensates for data problems in segmentation studies. <i>Journal of Business Research</i> , 2016 , 69, 992-999	8.7	66
146	Does eco certification sell tourism services? Evidence from a quasi-experimental observation study in Iceland. <i>Journal of Sustainable Tourism</i> , 2016 , 24, 694-714	5.7	67
145	Research in a culturally diverse world: reducing redundancies, increasing relevance. <i>Tourism Review</i> , 2016 , 71, 1-5	5.2	13
144	Public acceptance and perceptions of alternative water sources: a comparative study in nine locations. <i>International Journal of Water Resources Development</i> , 2016 , 32, 650-673	3	67
143	Someone's been sleeping in my bed. <i>Annals of Tourism Research</i> , 2016 , 58, 159-162	7.7	103
142	Response style corrected market segmentation for ordinal data. <i>Marketing Letters</i> , 2016 , 27, 729-741	2.3	5
141	Framing Advertisements to Elicit Positive Emotions and Attract Foster Carers: An Investigation Into the Effects of Advertising On High-Cognitive-Elaboration Donations. <i>Journal of Advertising Research</i> , 2016 , 56, 456-469	2.1	8
140	Tourist segments' justifications for behaving in an environmentally unsustainable way. <i>Journal of Sustainable Tourism</i> , 2016 , 24, 1506-1522	5.7	18
139	An untapped gold mine? Exploring the potential of market basket analysis to grow hotel revenue. <i>International Journal of Hospitality Management</i> , 2016 , 56, 119-125	8.3	24
138	Measuring environmentally sustainable tourist behaviour. <i>Annals of Tourism Research</i> , 2016 , 59, 30-44	7.7	110
137	Beyond temporal reflections in thanatourism research. <i>Annals of Tourism Research</i> , 2015 , 52, 177-179	7.7	8

136	The readability of articles in tourism journals. <i>Annals of Tourism Research</i> , 2015 , 52, 161-166	7.7	27
135	The characteristics of potential environmental volunteers: implications for marketing communications. <i>Australasian Journal of Environmental Management</i> , 2015 , 22, 329-339	2	8
134	The hybrid tourist. <i>Annals of Tourism Research</i> , 2015 , 54, 190-203	7.7	31
133	Why the Level-Free Forced-Choice Binary Measure of Brand Benefit Beliefs Works So Well. <i>International Journal of Market Research</i> , 2015 , 57, 239-256	1.7	7
132	A Conceptual Framework of Skilled Female Migrant Retention. <i>Economic Papers</i> , 2015 , 34, 118-127	0.8	1
131	Crisis-resistant tourists. <i>Annals of Tourism Research</i> , 2015 , 53, 46-60	7.7	122
130	In future, I would love to see a reflection on the state of quantitative tourism research. <i>Tourism Review</i> , 2015 , 70, 259-263	5.2	10
129	Segmenting Australian online panellists based on volunteering motivations. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015 , 27, 4-22	3.2	4
128	Do Satisfied Tourists Really Intend to Come Back? Three Concerns with Empirical Studies of the Link between Satisfaction and Behavioral Intention. <i>Journal of Travel Research</i> , 2015 , 54, 152-178	6.3	69
127	Tourism marketing research: Past, present and future. <i>Annals of Tourism Research</i> , 2014 , 47, 31-47	7.7	102
126	Branding water. <i>Water Research</i> , 2014 , 57, 325-38	12.5	20
125	The attitude-behaviour gap in sustainable tourism. <i>Annals of Tourism Research</i> , 2014 , 48, 76-95	7.7	314
124	Using graphical statistics to better understand market segmentation solutions. <i>International Journal of Market Research</i> , 2014 , 56, 207-230	1.7	8
123	Including Don't know answer options in brand image surveys improves data quality. <i>International Journal of Market Research</i> , 2014 , 56, 33-50	1.7	17
122	Required Sample Sizes for Data-Driven Market Segmentation Analyses in Tourism. <i>Journal of Travel Research</i> , 2014 , 53, 296-306	6.3	109
121	Can tourists easily choose a low carbon footprint vacation?. <i>Journal of Sustainable Tourism</i> , 2014 , 22, 175-194	5.7	58
120	The diamond professor: a portrait of Josef Mazanec. <i>Anatolia</i> , 2014 , 25, 322-332	2.2	4
119	A PSYCHOLOGICAL PROFILE OF POTENTIAL YOUTH MENTOR VOLUNTEERS. <i>Journal of Community Psychology</i> , 2014 , 42, 338-351	2.2	

118	The science of attracting foster carers. <i>Child and Family Social Work</i> , 2014 , 19, 65-75	1.3	7
117	Validly Measuring Destination Image in Survey Studies. <i>Journal of Travel Research</i> , 2013 , 52, 3-14	6.3	83
116	Quality of life and tourism: A conceptual framework and novel segmentation base. <i>Journal of Business Research</i> , 2013 , 66, 724-729	8.7	67
115	"Translating" between survey answer formats. <i>Journal of Business Research</i> , 2013 , 66, 1298-1306	8.7	21
114	Heterogeneity in risk and safety perceptions of international tourists. <i>Tourism Management</i> , 2013 , 36, 502-510	10.8	132
113	TOURISM MARKET SEGMENTATION: A STEP BY STEP GUIDE 2013 , 87-104		2
112	Competition or collaboration? The effect of non-profit brand image on volunteer recruitment strategy. <i>Journal of Brand Management</i> , 2013 , 20, 689-704	3.3	15
111	Dynamic, Interactive Survey Questions Can Increase Survey Data Quality. <i>Journal of Travel and Tourism Marketing</i> , 2013 , 30, 690-699	6.6	13
110	Asking Good Survey Questions. <i>Journal of Travel Research</i> , 2013 , 52, 551-574	6.3	75
109	Water conservation behavior in Australia. <i>Journal of Environmental Management</i> , 2012 , 105, 44-52	7.9	79
108	Newspaper coverage of water issues in Australia. <i>Water Research</i> , 2012 , 46, 6497-507	12.5	40
107	Impulse purchasing in tourism ¶earnings from a study in a matured market. <i>Anatolia</i> , 2012 , 23, 268-286	2.2	18
106	Heterogeneity Among Potential Foster Carers: An Investigation of Reasons for Not Foster Caring. <i>Australian Social Work</i> , 2012 , 65, 382-397	1.2	6
105	Quality-of-Life and Travel Motivations: Integrating the Two Concepts in the Grevillea Model 2012 , 293-308		11
104	Community acceptance of recycled water: can we inoculate the public against scare campaigns?. <i>Journal of Public Affairs</i> , 2012 , 12, 337-346	1.3	22
103	The contribution of vacations to quality of life. <i>Annals of Tourism Research</i> , 2012 , 39, 59-83	7.7	225
102	Hope for the Future: Identifying the Individual Difference Characteristics of People Who Are Interested In and Intend To Foster-Care. <i>British Journal of Social Work</i> , 2012 , 42, 7-25	1.2	16
101	Attracting Volunteers in Highly Multicultural Societies: A Marketing Challenge. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2012 , 24, 351-369	1	14

100	Biclustering: Overcoming Data Dimensionality Problems in Market Segmentation. <i>Journal of Travel Research</i> , 2012 , 51, 41-49	6.3	74
99	Harvesting the Business Test Trip—Converting Business Travelers to Holidaymakers. <i>Journal of Travel and Tourism Marketing</i> , 2012 , 29, 405-415	6.6	10
98	Informing destination recommender systems design and evaluation through quantitative research. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2012 , 6, 297-315	2.2	23
97	One legacy of Mazanec: binary questions are a simple, stable and valid measure of evaluative beliefs. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2012 , 6, 316-325	2.2	10
96	Bick Any—Measures Contaminate Brand Image Studies. <i>International Journal of Market Research</i> , 2012 , 54, 821-834	1.7	14
95	Voluntary relocation —An exploration of Australian attitudes in the context of drought, recycled and desalinated water. <i>Global Environmental Change</i> , 2011 , 21, 1084-1094	10.1	12
94	What affects public acceptance of recycled and desalinated water?. <i>Water Research</i> , 2011 , 45, 933-43	12.5	179
93	Quick, Simple and Reliable: Forced Binary Survey Questions. <i>International Journal of Market Research</i> , 2011 , 53, 231-252	1.7	54
92	Self-congruity and volunteering: a multi-organisation comparison. <i>European Journal of Marketing</i> , 2011 , 45, 739-758	4.4	22
91	Personality and Motivation Matter in Touring Holidays: A Preliminary Investigation Into Heterogeneity Among Touring Travelers. <i>Tourism Analysis</i> , 2011 , 16, 329-342	1.6	2
90	Key drivers of airline loyalty. <i>Tourism Management</i> , 2011 , 32, 1020-1026	10.8	83
89	Does water context influence behaviour and attitudes to water conservation?. <i>Australasian Journal of Environmental Management</i> , 2011 , 18, 47-60	2	65
88	The sustainability—profitability trade-off in tourism: can it be overcome?. <i>Journal of Sustainable Tourism</i> , 2011 , 19, 155-169	5.7	76
87	Self-Congruity Theory: To What Extent Does It Hold in Tourism?. <i>Journal of Travel Research</i> , 2011 , 50, 454-464	6.3	55
86	Identifying tourists with smaller environmental footprints. <i>Journal of Sustainable Tourism</i> , 2010 , 18, 717-734	5.34	105
85	Acceptance of water alternatives in Australia - 2009. <i>Water Science and Technology</i> , 2010 , 61, 2137-42	2.2	29
84	Different Tourists-Different Perceptions of Different Cities 2010 , 127-146		5
83	Chapter 13 Desalinated Versus Recycled Water: What Does the Public Think?. <i>Sustainability Science and Engineering</i> , 2010 , 375-388		19

82	When public opposition defeats alternative water projects - the case of Toowoomba Australia. <i>Water Research</i> , 2010 , 44, 287-97	12.5	170
81	Australians' Water Conservation Behaviours and Attitudes. <i>Australian Journal of Water Resources</i> , 2010 , 14, 43-53	1.2	51
80	Evaluation of structure and reproducibility of cluster solutions using the bootstrap. <i>Marketing Letters</i> , 2010 , 21, 83-101	2.3	79
79	The effect of information on public acceptance--the case of water from alternative sources. <i>Journal of Environmental Management</i> , 2010 , 91, 1288-93	7.9	86
78	Short-haul city travel is truly environmentally sustainable. <i>Tourism Management</i> , 2010 , 31, 505-512	10.8	25
77	Water alternatives' who and what influences public acceptance?. <i>Journal of Public Affairs</i> , 2010 , 11, n/a-n/a	1.3	20
76	Environmentally Friendly Behavior: Can Heterogeneity Among Individuals and Contexts/ Environments Be Harvested for Improved Sustainable Management?. <i>Environment and Behavior</i> , 2009 , 41, 693-714	5.6	119
75	Online Versus Paper: Format Effects in Tourism Surveys. <i>Journal of Travel Research</i> , 2009 , 47, 295-316	6.3	93
74	Can Australian Universities Take Measures to Increase the Lecture Attendance of Marketing Students?. <i>Journal of Marketing Education</i> , 2009 , 31, 203-211	2.1	22
73	Drinking water from alternative water sources: differences in beliefs, social norms and factors of perceived behavioural control across eight Australian locations. <i>Water Science and Technology</i> , 2009 , 60, 1433-44	2.2	60
72	Response Style Contamination of Student Evaluation Data. <i>Journal of Marketing Education</i> , 2009 , 31, 160-172	2.1	24
71	Assessing the Prerequisite of Successful CSR Implementation: Are Consumers Aware of CSR Initiatives?. <i>Journal of Business Ethics</i> , 2009 , 85, 285-301	4.3	347
70	STRINGS ATTACHED: NEW PUBLIC MANAGEMENT, COMPETITIVE GRANT FUNDING AND SOCIAL CAPITAL. <i>Financial Accountability and Management</i> , 2009 , 25, 225-252	1.6	23
69	Desalinated versus recycled water: public perceptions and profiles of the accepters. <i>Journal of Environmental Management</i> , 2009 , 90, 888-900	7.9	199
68	Understanding behaviour to inform water supply management in developed nations--a review of literature, conceptual model and research agenda. <i>Journal of Environmental Management</i> , 2009 , 91, 47-56	7.9	83
67	Does One Size Fit All? The Suitability of Answer Formats for Different Constructs Measured. <i>Australasian Marketing Journal</i> , 2009 , 17, 58-64	5	10
66	Understanding the Australian Environmental Volunteering Market: A Basis for Behavioural Change and a Sustainable Future. <i>Australasian Marketing Journal</i> , 2009 , 17, 192-203	5	11
65	Methodological reasons for the theory/practice divide in market segmentation. <i>Journal of Marketing Management</i> , 2009 , 25, 357-373	3.2	53

64	Marketing in non-profit organizations: an international perspective. <i>International Marketing Review</i> , 2009 , 26, 275-291	4.4	78
63	Does Cultural Background Affect Volunteering Behavior?. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2009 , 21, 225-247	1	18
62	Not Just Any Volunteers: Segmenting the Market to Attract the High ContributorsView all notes. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2009 , 21, 271-282	1	29
61	Beyond Ecotourism: The Environmentally Responsible Tourist in the General Travel Experience. <i>Tourism Analysis</i> , 2009 , 14, 503-513	1.6	23
60	The low stability of brand-attribute associations is partly due to market research methodology. <i>International Journal of Research in Marketing</i> , 2008 , 25, 104-108	5.5	36
59	Are Green Tourists a Managerially Useful Target Segment?. <i>Journal of Hospitality Marketing and Management</i> , 2008 , 17, 314-334		19
58	Environment-friendly Tourists: What Do We Really Know About Them?. <i>Journal of Sustainable Tourism</i> , 2008 , 16, 197-210	5.7	183
57	An Investigation of Tourists' Patterns of Obligation to Protect the Environment. <i>Journal of Travel Research</i> , 2008 , 46, 381-391	6.3	95
56	Challenging FactorCluster SegmentationJournal of Travel Research, 2008 , 47, 63-71	6.3	132
55	The Effect of Funding Changes on Public Sector Nonprofit Organizations: The Case of Bushcare NSW. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2008 , 20, 213-227	1	8
54	Selective marketing for environmentally sustainable tourism. <i>Tourism Management</i> , 2008 , 29, 672-680	10.8	118
53	Double degrees: double the trouble or twice the return?. <i>Higher Education</i> , 2008 , 55, 575-591	3	19
52	Mission or money? Competitive challenges facing public sector nonprofit organisations in an institutionalised environment. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2008 , 13, 107-117	0.6	51
51	Tourism and discretionary income allocation. Heterogeneity among households. <i>Tourism Management</i> , 2008 , 29, 44-52	10.8	60
50	Tourism Segmentation by Consumer-Based Variables. <i>Routledge Advances in Tourism</i> , 2008 , 177-194		2
49	Market segmentation in tourism. 2008 , 129-150		74
48	E-CRM and Managerial Discretion. <i>International Journal of E-Business Research</i> , 2007 , 3, 41-56	0.7	4
47	Different TouristsDifferent Perceptions of Different Places: Accounting for Tourists' Perceptual Heterogeneity in Destination Image Measurement. <i>Tourism Analysis</i> , 2007 , 12, 447-461	1.6	10

46	The international volunteering market: market segments and competitive relations. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2007 , 12, 350-370	0.6	25
45	What Motivates Which Volunteers? Psychographic Heterogeneity Among Volunteers in Australia. <i>Voluntas</i> , 2007 , 18, 135-155	1.8	65
44	Travel Agency Marketing Strategy: Insights from Switzerland. <i>Journal of Travel Research</i> , 2007 , 46, 133-146	1.4	33
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