

# Michel R Rod

## List of Publications by Year in descending order

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Version: 2024-02-01

62  
papers

1,480  
citations

394421  
19  
h-index

361022  
35  
g-index

64  
all docs

64  
docs citations

64  
times ranked

1346  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Market Potential of Grape Waste Alternatives. <i>Journal of Food Research</i> , 2014, 3, 91.	0.3	185
2	An examination of the relationship between service quality dimensions, overall internet banking service quality and customer satisfaction. <i>Marketing Intelligence and Planning</i> , 2009, 27, 103-126.	3.5	124
3	The Effect of Management Commitment to Service Quality on Frontline Employees' Job Attitudes, Turnover Intentions and Service Recovery Performance in a New Public Management Context. <i>Journal of Strategic Marketing</i> , 2008, 16, 437-462.	5.5	116
4	Job resourcefulness, symptoms of burnout and service recovery performance: an examination of call centre frontline employees. <i>Journal of Services Marketing</i> , 2009, 23, 338-350.	3.0	77
5	Burnout processes in non-clinical health service encounters. <i>Journal of Business Research</i> , 2011, 64, 1116-1127.	10.2	76
6	Pre- and Post-Ischemic Administration of Dizocilpine (MK-801) Reduces Cerebral Necrosis in the Rat. <i>Canadian Journal of Neurological Sciences</i> , 1989, 16, 340-344.	0.5	72
7	Management commitment to service quality and service recovery performance. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2010, 4, 84-103.	1.3	62
8	Symptoms of burnout and service recovery performance. <i>Managing Service Quality</i> , 2009, 19, 60-84.	2.4	60
9	Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: "Divided loyalties" or "dual allegiance"? <i>Journal of Business Research</i> , 2018, 82, 310-319.	10.2	53
10	The impact of call centre stressors on inbound and outbound call centre agent burnout. <i>Managing Service Quality</i> , 2013, 23, 245-264.	2.4	41
11	Understanding Attitude and Behavior of Canadian Consumers Toward Organic Wine. <i>Journal of Food Products Marketing</i> , 2015, 21, 375-396.	3.3	41
12	Customer perceptions of frontline employee service delivery: A study of Russian bank customer satisfaction and behavioural intentions. <i>Journal of Retailing and Consumer Services</i> , 2016, 30, 212-221.	9.4	39
13	Behavioral deficits revealed by multiple tests in rats with ischemic damage limited to half of the CA1 sector of the hippocampus. <i>Brain Research Bulletin</i> , 1994, 34, 283-289.	3.0	38
14	The relationship between job demand stressors, service recovery performance and job outcomes in a state-owned enterprise. <i>Journal of Retailing and Consumer Services</i> , 2008, 15, 22-31.	9.4	30
15	Managerial perceptions of service-infused IORs in China & India: A discursive view of value co-creation. <i>Industrial Marketing Management</i> , 2014, 43, 603-612.	6.7	28
16	The informative and persuasive components of pharmaceutical promotion. <i>International Journal of Advertising</i> , 2009, 28, 313-349.	6.7	27
17	The effect of customer orientation on frontline employees job outcomes in a new public management context. <i>Marketing Intelligence and Planning</i> , 2010, 28, 600-624.	3.5	26
18	Constructing identities in Indian networks: Discourses of marketing management in inter-organizational relationships. <i>Industrial Marketing Management</i> , 2012, 41, 402-412.	6.7	24

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19	Contextualizing Arab female entrepreneurship in the United Arab Emirates. <i>Culture and Organization</i> , 2019, 25, 317-331.	0.8	23
20	Subjective personal introspection in action-oriented research. <i>Qualitative Research in Organizations and Management</i> , 2011, 6, 6-25.	1.2	21
21	Institutional and resource configurations associated with different SME foreign market entry modes. <i>Industrial Marketing Management</i> , 2017, 66, 130-144.	6.7	21
22	Speak to head and heart: The effects of linguistic features on B2B brand engagement on social media. <i>Industrial Marketing Management</i> , 2021, 99, 1-15.	6.7	20
23	Brand network maps. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2012, 6, 55-70.	1.3	18
24	Coping with stress: A study of retail banking service workers in Russia. <i>Journal of Retailing and Consumer Services</i> , 2015, 23, 58-69.	9.4	17
25	Mapping and assessing the key management issues influencing UK public healthcare purchaser-provider cooperation. <i>Qualitative Market Research</i> , 2006, 9, 86-102.	1.5	15
26	Chilean wine producer market orientation: comparing MKTOR versus MARKOR. <i>International Journal of Wine Business Research</i> , 2013, 25, 27-49.	2.0	15
27	Is co-created value the only legitimate value? An institutional-theory perspective on business interaction in B2B-marketing systems. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 337-354.	3.0	15
28	Understanding structures and practices of meaning-making in industrial networks. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 531-542.	3.0	14
29	A thematic exploration of social media analytics in marketing research and an agenda for future inquiry. <i>Journal of Strategic Marketing</i> , 2021, 29, 471-491.	5.5	14
30	Business network becoming: Figurations of time, change and process. <i>Industrial Marketing Management</i> , 2018, 68, 156-164.	6.7	13
31	Context into text into context: marketing practice into theory; marketing theory into practice. <i>Marketing Intelligence and Planning</i> , 2015, 33, 1027-1046.	3.5	11
32	Exploiting business networks in the age of social media: the use and integration of social media analytics in B2B marketing. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 2139-2149.	3.0	11
33	Marketing: philosophy of science and 'epistobabble warfare'. <i>Qualitative Market Research</i> , 2009, 12, 120-129.	1.5	10
34	The experience of New Zealand in the evolving wine markets of Japan and Singapore. <i>Asia-Pacific Journal of Business Administration</i> , 2014, 6, 49-63.	2.7	10
35	Exploring the perceived value of social practice theories for business-to-business marketing managers. <i>Journal of Organizational Change Management</i> , 2016, 29, 751-768.	2.7	9
36	Pharmaceutical marketing return on investment: a European perspective. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2007, 1, 174-189.	1.3	8

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37	Discursive constructions of the role of cultural intermediaries in the wine markets of Japan and Singapore. <i>Qualitative Market Research</i> , 2012, 15, 128-147.	1.5	8
38	Cell phone product-market segments using product features as a cluster variate: a multi-country study. <i>Journal of Strategic Marketing</i> , 2013, 21, 101-124.	5.5	8
39	Considering implementing major strategic change?. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2009, 3, 258-278.	1.3	7
40	The ties that bind? Online musicians and their fans. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 168-190.	3.2	7
41	The impact of hospital customer orientation on burnout of public hospital service workers in New Zealand. <i>Journal of Strategic Marketing</i> , 2015, 23, 189-208.	5.5	7
42	Guest editorial: The sealing of university intellectual property boundaries and the ceiling of academic entrepreneurial tolerance. <i>Science and Public Policy</i> , 2006, 33, 3-4.	2.4	6
43	Unfair play in World Cup qualification? An analysis of the 1998â€“2010 FIFA World Cup performances and the bias in the allocation of tournament berths. <i>Soccer and Society</i> , 2016, 17, 40-57.	1.2	6
44	Weathering contextual activities and situated sensemaking. <i>Journal of Business and Industrial Marketing</i> , 2018, 33, 1141-1152.	3.0	6
45	Technology sourcing and the dark side of open innovation: Evidence from the biopharmaceutical sector. <i>Technovation</i> , 2023, 119, 102521.	7.8	6
46	Government/business relations: an agency-theory perspective on the procurement of market research. <i>International Journal of Procurement Management</i> , 2011, 4, 108.	0.2	5
47	Mapping alternatives: A commentary on Cova, B. et al. (2010). â€“Navigating between dyads and networksâ€™. <i>Industrial Marketing Management</i> , 2012, 41, 357-364.	6.7	5
48	Toward a theory of marketing law transgressions. <i>Journal of Business Research</i> , 2016, 69, 476-483.	10.2	5
49	An Analysis of the Composition, Health Benefits, and Future Market Potential of the Jerusalem Artichoke in Canada. <i>Journal of Food Research</i> , 2017, 6, 69.	0.3	5
50	Brand Personalities of Global Wine Exporters: A Collective Reputation Theory Perspective. <i>Journal of International Food and Agribusiness Marketing</i> , 2018, 30, 88-105.	2.1	5
51	Purchaserâ€“provider interaction in UK public health: improving stakeholder cooperation. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2007, 1, 12-26.	1.3	3
52	Using Discourse Analysis in Case Study Research in Business-to-Business Contexts. <i>Advances in Business Marketing and Purchasing</i> , 2014, , 77-99.	0.3	2
53	Multi-Party, Multi-Sector Knowledge Creation: Maximising Outcomes Through Stakeholder Collaboration. <i>Journal of Information and Knowledge Management</i> , 2006, 05, 259-267.	1.1	1
54	Understanding culture as a dynamic Holarchic duality. <i>Industrial Marketing Management</i> , 2020, 91, 82-91.	6.7	1

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55	Towards a spectacularly dynamic and pluralist "œnormal science" pragmatism, communication, IMP and BtoB marketing research. Journal of Business and Industrial Marketing, 2020, 35, 1739-1749.	3.0	1
56	Reviewing Effectuation and Bricolage in the Context of Social Entrepreneurship Multisector Collaborations. International Journal of Business & Management Research, 2020, 8, 52-63.	0.5	1
57	Value Based Marketing for Transitional Economies. Journal of Transnational Management, 1999, 4, 65-75.	0.1	0
58	Mapping the Network. Journal of International Food and Agribusiness Marketing, 2008, 20, 57-74.	2.1	0
59	The Market Potential of a Grape Pomace Microemulsion. Journal of Food Research, 2017, 6, 65.	0.3	0
60	Academic Spin Doctoring: The Incommensurability Debate as a Scholarly War Fantasy. Australasian Marketing Journal, 2018, 26, 307-309.	5.4	0
61	Exploring the Dynamics of Network Deadlock: Interorganizational Stalemate without Stale Mates?. Proceedings - Academy of Management, 2015, 2015, 14332.	0.1	0
62	Using Discourse Analysis in Case Study Research in Business-to-Business Contexts. Advances in Business Marketing and Purchasing, 2014, 21, 77-99.	0.3	0