

Roderick J Brodie

List of Publications by Citations

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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.

112 papers	9,985 citations	43 h-index	99 g-index
125 ext. papers	11,697 ext. citations	4.6 avg, IF	6.74 L-index

#	Paper	IF	Citations
112	Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. <i>Journal of Service Research</i> , 2011 , 14, 252-271	6	1670
111	Consumer engagement in a virtual brand community: An exploratory analysis. <i>Journal of Business Research</i> , 2013 , 66, 105-114	8.7	1537
110	Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. <i>Journal of Interactive Marketing</i> , 2014 , 28, 149-165	9.8	1232
109	The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. <i>Industrial Marketing Management</i> , 2007 , 36, 230-240	6.9	447
108	Actor engagement as a microfoundation for value co-creation. <i>Journal of Business Research</i> , 2016 , 69, 3008-3017	8.7	348
107	How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. <i>Journal of Marketing</i> , 2002 , 66, 33-46	11	326
106	Investigating the service brand: A customer value perspective. <i>Journal of Business Research</i> , 2009 , 62, 345-355	8.7	265
105	Towards a paradigm shift in marketing? An examination of current marketing practices. <i>Journal of Marketing Management</i> , 1997 , 13, 383-406	3.2	214
104	Understanding contemporary marketing: Development of a classification scheme. <i>Journal of Marketing Management</i> , 1997 , 13, 501-522	3.2	192
103	An investigation of marketing practice by firm size. <i>Journal of Business Venturing</i> , 2000 , 15, 523-545	8.3	180
102	Beyond virtuality: from engagement platforms to engagement ecosystems. <i>Managing Service Quality</i> , 2014 , 24, 592-611		172
101	The influence of involvement on purchase intention for new world wine. <i>Food Quality and Preference</i> , 2007 , 18, 1033-1049	5.8	157
100	The service brand and the service-dominant logic: missing fundamental premise or the need for stronger theory?. <i>Marketing Theory</i> , 2006 , 6, 363-379	2.5	140
99	Engagement platforms in the sharing economy. <i>Journal of Service Theory and Practice</i> , 2017 , 27, 761-777	3.1	127
98	Resource integration. <i>Marketing Theory</i> , 2012 , 12, 201-205	2.5	114
97	Consumer evaluations of brand extensions: Further empirical results. <i>International Journal of Research in Marketing</i> , 1993 , 10, 47-53	5.5	109
96	Actor Engagement in Networks: Defining the Conceptual Domain. <i>Journal of Service Research</i> , 2019 , 22, 173-188	6	107

95	Equity in corporate co-branding. <i>European Journal of Marketing</i> , 2003 , 37, 1080-1094	4.4	98
94	Contemporary marketing practices of consumer and business-to-business firms: how different are they?. <i>Journal of Business and Industrial Marketing</i> , 2001 , 16, 382-400	3	85
93	Hypotheses in Marketing Science: Literature Review and Publication Audit. <i>Marketing Letters</i> , 2001 , 12, 171-187	2.3	83
92	Theorizing about resource integration through service-dominant logic. <i>Marketing Theory</i> , 2014 , 14, 249-268	3	82
91	Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. <i>Journal of Interactive Marketing</i> , 2007 , 21, 2-21	9.8	81
90	Retail Service Branding in Electronic-Commerce Environments. <i>Journal of Service Research</i> , 2000 , 3, 178-186	1.8	81
89	Impact of Service Failure: The Protective Layer of Customer Relationships. <i>Journal of Service Research</i> , 2010 , 13, 216-229	6	73
88	Response: Advancing and Consolidating Knowledge About Customer Engagement. <i>Journal of Service Research</i> , 2011 , 14, 283-284	6	68
87	Effects of portfolio planning methods on decision making: Experimental results. <i>International Journal of Research in Marketing</i> , 1994 , 11, 73-84	5.5	66
86	The plurality of co-existing business models: Investigating the complexity of value drivers. <i>Industrial Marketing Management</i> , 2013 , 42, 717-729	6.9	54
85	Attraction versus Linear and Multiplicative Market Share Models: An Empirical Evaluation. <i>Journal of Marketing Research</i> , 1984 , 21, 194	5.2	53
84	Dynamics and drivers of customer engagement: within the dyad and beyond. <i>Journal of Service Management</i> , 2018 , 29, 443-467	7.4	53
83	Dynamic multi-actor engagement in networks: the case of United Breaks Guitars. <i>Journal of Service Theory and Practice</i> , 2017 , 27, 738-760	3.1	49
82	Attraction versus Linear and Multiplicative Market Share Models: An Empirical Evaluation. <i>Journal of Marketing Research</i> , 1984 , 21, 194-201	5.2	47
81	Markets changing, changing markets: Institutional work as market shaping. <i>Marketing Theory</i> , 2019 , 19, 301-328	2.5	47
80	Theorizing with managers: how to achieve both academic rigor and practical relevance?. <i>European Journal of Marketing</i> , 2017 , 51, 1130-1152	4.4	45
79	A systemic logic for platform business models. <i>Journal of Service Management</i> , 2018 , 29, 546-568	7.4	45
78	Pluralism in contemporary marketing practices. <i>International Journal of Bank Marketing</i> , 2000 , 18, 294-308	1.8	45

77	Forecasting methods for marketing. <i>International Journal of Forecasting</i> , 1987 , 3, 355-376	5.3	45
76	A comparison of the short term forecasting accuracy of econometric and naive extrapolation models of market share. <i>International Journal of Forecasting</i> , 1987 , 3, 423-437	5.3	45
75	Wine purchase decisions and consumption behaviours: Insights from a probability sample drawn in Auckland, New Zealand. <i>Food Quality and Preference</i> , 2009 , 20, 312-319	5.8	44
74	Sources of brand benefits in manufacturer-reseller B2B relationships. <i>Journal of Business and Industrial Marketing</i> , 2007 , 22, 400-409	3	44
73	How advertising slogans can prime evaluations of brand extensions: further empirical results. <i>Journal of Product and Brand Management</i> , 1998 , 7, 497-508	4.3	44
72	From transaction to relationship marketing: an investigation of managerial perceptions and practices. <i>Journal of Strategic Marketing</i> , 1998 , 6, 171-186	2.7	42
71	Evolution of service-dominant logic: Towards a paradigm and metatheory of the market and value cocreation?. <i>Industrial Marketing Management</i> , 2019 , 79, 3-12	6.9	41
70	Wine service marketing, value co-creation and involvement: research issues. <i>International Journal of Wine Business Research</i> , 2009 , 21, 339-353	1.6	39
69	Contemporary Marketing Practices research program: a review of the first decade. <i>Journal of Business and Industrial Marketing</i> , 2008 , 23, 84-94	3	38
68	Towards a Theory of Marketplace Equity: Integrating Branding and Relationship Thinking with Financial Thinking. <i>Marketing Theory</i> , 2002 , 2, 5-28	2.5	37
67	Relationship marketing in electronic commerce environments. <i>Journal of Information Technology</i> , 1999 , 14, 319-331	2.7	36
66	Branding as a dynamic capability: Strategic advantage from integrating meanings with identification. <i>Marketing Theory</i> , 2017 , 17, 183-199	2.5	35
65	Impact of cigarette advertising on aggregate demand for cigarettes in New Zealand. <i>Addiction</i> , 1988 , 83, 409-14	4.6	32
64	Integrating Transactional and Relational Marketing Exchange: A Pluralistic Perspective. <i>Journal of Marketing Theory and Practice</i> , 2000 , 8, 11-20	2.2	30
63	Country of origin branding: an integrative perspective. <i>Journal of Product and Brand Management</i> , 2016 , 25, 322-336	4.3	29
62	Exploring dualities of service innovation: implications for service research. <i>Journal of Services Marketing</i> , 2015 , 29, 436-441	4	28
61	Consumption decisions made in restaurants: The case of wine selection. <i>Food Quality and Preference</i> , 2010 , 21, 439-442	5.8	27
60	Do managers overreact to each others' promotional activity? Further empirical evidence. <i>International Journal of Research in Marketing</i> , 1996 , 13, 379-387	5.5	25

59	Benchmarking business-to-business marketing practices in emerging and developed economies: Argentina compared to the USA and New Zealand. <i>Journal of Business and Industrial Marketing</i> , 2004 , 19, 386-396	3	24
58	Transforming a Public Service Organization from inside Out to Outside in: The Case of Auckland City, New Zealand. <i>Journal of Service Research</i> , 2001 , 4, 50-59	6	24
57	Assessing the Role of e-Marketing in Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2003 , 19, 857-881	3.2	23
56	Future scenarios of the collaborative economy. <i>Journal of Service Management</i> , 2018 , 29, 859-882	7.4	23
55	Enhancing theory development in the domain of relationship marketing: how to avoid the danger of getting stuck in the middle. <i>Journal of Services Marketing</i> , 2017 , 31, 20-23	4	22
54	Actor engagement valence. <i>Journal of Service Management</i> , 2018 , 29, 491-516	7.4	22
53	Profiling Marketing Practice in an Emerging Economy. <i>Journal of Global Marketing</i> , 2004 , 17, 67-91	2.4	21
52	Understanding the Characteristics of Price Elasticities for Frequently Purchased Packaged Goods. <i>Journal of Marketing Management</i> , 2000 , 16, 917-936	3.2	20
51	The importance of brand-specific associations in brand extension: further empirical results. <i>Journal of Product and Brand Management</i> , 1998 , 7, 509-518	4.3	20
50	The benefits of manufacturer brands to retailers. <i>European Journal of Marketing</i> , 2012 , 46, 1127-1149	4.4	18
49	New directions for service research: refreshing the process of theorizing to increase contribution. <i>Journal of Services Marketing</i> , 2020 , 34, 415-428	4	16
48	Enhancing theory development in service research. <i>Journal of Service Management</i> , 2016 , 27, 2-8	7.4	15
47	Forecasting competitors' actions. <i>International Journal of Forecasting</i> , 1990 , 6, 75-88	5.3	15
46	Coronavirus crisis and health care: learning from a service ecosystem perspective. <i>Journal of Service Theory and Practice</i> , 2021 , 31, 225-246	3.1	15
45	Researching the Service Dominant Logic [Normative Perspective versus Practice. <i>Australasian Marketing Journal</i> , 2007 , 15, 76-83	5	11
44	Certification and authentication of brand value propositions. <i>Journal of Brand Management</i> , 2016 , 23, 716-731	3.3	11
43	Buyer-Seller Relationships: Australasian Research and Reflections. <i>Journal of Customer Behavior</i> , 2005 , 4, 127-146	2.4	10
42	Relationship Marketing in Electronic Commerce Environments. <i>Journal of Information Technology</i> , 1999 , 14, 319-331	2.7	10

41	Predictive accuracy of simple versus complex econometric market share models. <i>International Journal of Forecasting</i> , 1992 , 8, 613-626	5.3	10
40	Theorizing with managers to bridge the theory-praxis gap. <i>European Journal of Marketing</i> , 2017 , 51, 1173-1179	4.1	9
39	Image, brand relationships and customer value. <i>Journal of Service Theory and Practice</i> , 2015 , 25, 51-74	3.1	9
38	Commentary on Working consumers: Co-creation of brand identity, consumer identity, and brand community identity. <i>Journal of Business Research</i> , 2017 , 70, 430-431	8.7	9
37	Conditions when market share models are useful for forecasting: further empirical results. <i>International Journal of Forecasting</i> , 1994 , 10, 277-285	5.3	9
36	The Influence of Advertising on Tobacco Consumption: a reply to Jackson & Ekelund. <i>Addiction</i> , 1989 , 84, 1251-1254	4.6	9
35	Testing acceptance of a new industrial service. <i>Industrial Marketing Management</i> , 1988 , 17, 65-71	6.9	8
34	Counterfeiting: conceptual issues and implications for branding. <i>Journal of Product and Brand Management</i> , 2019 , 28, 707-719	4.3	8
33	How to undertake great cross-disciplinary research. <i>Industrial Marketing Management</i> , 2020 , 90, A1-A5	6.9	7
32	Assessing the Role of e-Marketing in Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2003 , 19, 857-881	3.2	7
31	Building models for marketing decisions:. <i>International Journal of Research in Marketing</i> , 2000 , 17, 135-139	3.5	6
30	Increasing the Relevance and Productivity of Academic Research in Marketing in Australia and New Zealand. <i>Australasian Marketing Journal</i> , 2000 , 8, 81-85	5	6
29	Advertising-versus-marketing mix carryover effects: An empirical evaluation. <i>Journal of Business Research</i> , 1987 , 15, 269-287	8.7	6
28	Broadening brand engagement within the service-centric perspective. <i>Journal of Service Theory and Practice</i> , 2017 , 27, 317-335	3.1	5
27	Customer engagement: Developing an innovative research that has scholarly impact. <i>Journal of Global Scholars of Marketing Science</i> , 2018 , 28, 291-303	2.3	5
26	How to get great research cited. <i>Industrial Marketing Management</i> , 2020 , 89, A1-A7	6.9	4
25	Advancing understanding: the contribution of multi-method action research-based approaches to knowledge creation. <i>International Journal of Learning and Change</i> , 2006 , 1, 217	0.2	4
24	Portfolio planning methods: Faulty approach or faulty research?. <i>International Journal of Research in Marketing</i> , 1994 , 11, 91-93	5.5	4

23	Forecasting criminal sentencing decisions. <i>International Journal of Forecasting</i> , 1993 , 9, 49-60	5.3	4
22	Measuring Channel Sensitivities to New Industrial Service Designs: Managerial Implications. <i>European Journal of Marketing</i> , 1989 , 23, 50-59	4.4	4
21	Reply to the commentary. <i>International Journal of Forecasting</i> , 1987 , 3, 461-462	5.3	4
20	Trajectories of influential conceptual articles in service research. <i>Journal of Service Management</i> , 2021 , ahead-of-print,	7.4	4
19	The Challenge to include Relational Concepts. <i>Marketing Theory</i> , 2002 , 2, 339-343	2.5	3
18	The Influence of Advertising on Tobacco Consumption: a reply to Boddewyn. <i>Addiction</i> , 1989 , 84, 1263-1265	4.65	3
17	Econometric Models for Forecasting Market Share. <i>Profiles in Operations Research</i> , 2001 , 597-611	1	3
16	12 The Role of Engagement Platforms in Innovation Ecosystems 2020 , 129-140		2
15	Brand Equity and the Value of Marketing Assets*379-396		2
14	Practice Perspective of the Marketing Organisation365-378		2
13	Research performance of Australian and New Zealand marketing academics: Achieving rigor and relevance. <i>Australasian Marketing Journal</i> ,144135822210940	5	2
12	No One Measure Fits All: Towards a Meaningful Portfolio of Research Performance Measures: Commentary on the Soutar, Wilkinson, & Young article. <i>Australasian Marketing Journal</i> , 2015 , 23, 165-168	5	1
11	Academic Interface with Marketing Practice: Leading and following and Not Losing the Way?. <i>Australasian Marketing Journal</i> , 2010 , 18, 177-178	5	1
10	Vernetztes Branding: Ein Konzept zur Markenpolitik aus der Perspektive der Service Dominant Logic. <i>Springer Reference Wirtschaft</i> , 2019 , 121-139	0.2	1
9	A Negative Actor Engagement Scale for Online Knowledge-Sharing Platforms. <i>Australasian Marketing Journal</i> ,183933492110220	5	1
8	Navigating the emergence of brand meaning in service ecosystems. <i>Journal of Service Management</i> , 2022 , ahead-of-print, 465	7.4	0
7	Forum for markets and marketing as a context for collaborative theorizing. <i>Marketing Theory</i> , 2016 , 16, 257-260	2.5	
6	Marketing Planning and Performance:. <i>Journal of Global Marketing</i> , 1991 , 4, 49-68	2.4	

- 5 Segmentation and market structure when both consumer and situational characteristics are explanatory. *Psychology and Marketing*, **1992**, 9, 395-408 3.9
- 4 The forecasting accuracy of market share models using predicted values of competitive marketing behavior. *International Journal of Forecasting*, **1991**, 7, 117-118 5.3
- 3 The Relevance of the Business-to-Business/Consumer Dichotomy in Contemporary Marketing: A Cross-National Investigation. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, **2015**, 209-209 0.1
- 2 Vernetztes Branding: Ein Konzept zur Markenpolitik aus der Perspektive der Service Dominant Logic **2017**, 1-19
- 1 Toward Socially Responsible Business: A Typology of Value Postures in Nested Service Ecosystems **2022**, 371-391