

Malcolm J Wright

List of Publications by Year in descending order

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Version: 2024-02-01

55
papers

1,604
citations

331259

21
h-index

315357

38
g-index

56
all docs

56
docs citations

56
times ranked

1193
citing authors

#	ARTICLE	IF	CITATIONS
1	The relative incidence of positive and negative word of mouth: A multi-category study. International Journal of Research in Marketing, 2007, 24, 175-184.	2.4	246
2	Purchase Loyalty is Polarised into Either <i>Repertoire</i> or <i>Subscription</i> Patterns. Australasian Marketing Journal, 2002, 10, 7-20.	3.5	108
3	Immersive virtual reality technology in a three-dimensional virtual simulated store: Investigating telepresence and usability. Food Research International, 2019, 117, 40-49.	2.9	80
4	Bias and variability in purchase intention scales. Journal of the Academy of Marketing Science, 2007, 35, 617-624.	7.2	74
5	Fundamental patterns of in-store shopper behavior. Journal of Retailing and Consumer Services, 2017, 37, 182-194.	5.3	72
6	Market statistics for the Dirichlet model: Using the Juster scale to replace panel data. International Journal of Research in Marketing, 2002, 19, 81-90.	2.4	68
7	A quantitative evaluation of the public response to climate engineering. Nature Climate Change, 2014, 4, 106-110.	8.1	67
8	It's a Dirichlet World. Journal of Advertising Research, 2012, 52, 203-213.	1.0	62
9	The Ombudsman: Verification of Citations: Fawly Towers of Knowledge?. Interfaces, 2008, 38, 125-139.	1.6	60
10	A contingency model of marketing information. European Journal of Marketing, 1998, 32, 125-144.	1.7	51
11	Predicting blood donation behaviour: further application of the theory of planned behaviour. Journal of Social Marketing, 2011, 1, 120-132.	1.3	46
12	Descriptive and evaluative attributes: what relevance to marketers?. Journal of Product and Brand Management, 2000, 9, 415-435.	2.6	42
13	An exploratory investigation of shopper behaviour in an immersive virtual reality store. Journal of Consumer Behaviour, 2020, 19, 182-195.	2.6	40
14	How to grow a brand: Retain or acquire customers?. Journal of Business Research, 2014, 67, 990-997.	5.8	39
15	The Effect of Concept Formulation on Concept Test Scores. Journal of Product Innovation Management, 2004, 21, 389-400.	5.2	36
16	Switching banks: Old bank gone but not forgotten. Journal of Financial Services Marketing, 2007, 12, 146-156.	2.2	35
17	The dubious assumptions of segmentation and targeting. Management Decision, 1996, 34, 18-24.	2.2	34
18	Are Australasian brands different?. Journal of Product and Brand Management, 1998, 7, 465-480.	2.6	30

#	ARTICLE	IF	CITATIONS
19	Does the duplication of viewing law apply to radio listening?. <i>European Journal of Marketing</i> , 2013, 47, 674-685.	1.7	30
20	Predicting Elections from Politicians' Faces. <i>International Journal of Public Opinion Research</i> , 2010, 22, 511-522.	0.7	26
21	The public remain uninformed and wary of climate engineering. <i>Climatic Change</i> , 2020, 160, 303-322.	1.7	26
22	A New Theorem for Optimizing the Advertising Budget. <i>Journal of Advertising Research</i> , 2009, 49, 164-169.	1.0	25
23	Predicting future purchases with the Poisson log-normal model. <i>Marketing Letters</i> , 2014, 25, 219-234.	1.9	23
24	Investigating the impact of shopper personality on behaviour in immersive Virtual Reality store environments. <i>Journal of Retailing and Consumer Services</i> , 2021, 61, 102581.	5.3	23
25	Predicting Willingness to Donate Blood. <i>Australasian Marketing Journal</i> , 2003, 11, 87-96.	3.5	21
26	Double jeopardy in brand defection. <i>European Journal of Marketing</i> , 2010, 44, 860-873.	1.7	20
27	Why familiar brands are sometimes harder to remember. <i>European Journal of Marketing</i> , 2016, 50, 621-638.	1.7	20
28	Are Promoters Valuable Customers? An Application of the Net Promoter Scale to Predict Future Customer Spend. <i>Australasian Marketing Journal</i> , 2018, 26, 3-9.	3.5	20
29	Is digital advertising effective under conditions of low attention?. <i>Journal of Marketing Management</i> , 2020, 36, 1707-1730.	1.2	18
30	Some Philosophical Problems for Service-Dominant Logic in Marketing. <i>Australasian Marketing Journal</i> , 2012, 20, 218-223.	3.5	16
31	Forecasting new product trial with analogous series. <i>Journal of Business Research</i> , 2015, 68, 1732-1738.	5.8	16
32	Does the locomotion technique matter in an immersive virtual store environment? â€“ Comparing motion-tracked walking and instant teleportation. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102266.	5.3	15
33	Regularities in the consumption of a subscription service. <i>Journal of Product and Brand Management</i> , 2011, 20, 182-189.	2.6	14
34	Viva La Revolution! for Evidence-Based Marketing We Strive. <i>Australasian Marketing Journal</i> , 2017, 25, 341-346.	3.5	12
35	New Brand Extensions. <i>Journal of Advertising Research</i> , 2012, 52, 234-242.	1.0	11
36	Polling Accuracy in a Multiparty Election. <i>International Journal of Public Opinion Research</i> , 2014, 26, 113-124.	0.7	9

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37	Predicting what? The strengths and limitations of a test of persuasive advertising principles. <i>European Journal of Marketing</i> , 2016, 50, 312-316.	1.7	8
38	Patterns of purchase loyalty for retail payment methods. <i>International Journal of Bank Marketing</i> , 2002, 20, 311-316.	3.6	7
39	Double Jeopardy Benchmarks for Political Polls. <i>Australasian Marketing Journal</i> , 2017, 25, 180-184.	3.5	7
40	The adoption of new prescription drugs is strongly associated with prior category prescribing rate. <i>International Journal of Research in Marketing</i> , 2016, 33, 220-224.	2.4	6
41	The Natural Monopoly Effect in Brand Image Associations. <i>Australasian Marketing Journal</i> , 2017, 25, 309-316.	3.5	6
42	The Ombudsman: Verification of Citations: Fawly Towers of Knowledge?. <i>SSRN Electronic Journal</i> , 2008, , .	0.4	5
43	A New Measure of Consideration Set Size. <i>International Journal of Market Research</i> , 2016, 58, 79-94.	2.8	5
44	Predicting behaviour: comparing the performance of factual versus attitudinal approaches. <i>International Journal of Social Research Methodology: Theory and Practice</i> , 2018, 21, 439-452.	2.3	5
45	Dirichlet implications for portfolio management. <i>Journal of Consumer Behaviour</i> , 2022, 21, 49-62.	2.6	4
46	Mind the attention gap: how does digital advertising impact choice under low attention?. <i>European Journal of Marketing</i> , 2022, 56, 442-466.	1.7	4
47	Empirical generalisations in customer mindset metrics. <i>Journal of Consumer Behaviour</i> , 0, , .	2.6	3
48	Predicting future consumer purchases in grocery retailing with the condensed Poisson lognormal model. <i>Journal of Retailing and Consumer Services</i> , 2022, 64, 102809.	5.3	2
49	Re-examining age-related loyalty for low-involvement purchasing. <i>European Journal of Marketing</i> , 2022, 56, 1773-1798.	1.7	2
50	Making Survey-Based Price Experiments More Accurate. <i>International Journal of Market Research</i> , 1999, 41, 1-8.	0.7	1
51	Public engagement with emerging technologies: Does reflective thinking affect survey responses?. <i>Public Understanding of Science</i> , 2022, 31, 660-670.	1.6	1
52	Extended conditional trend analysis: Predicting triple period buyer flows with a triâ€variate <sc>NBD</sc> model. <i>Journal of Consumer Behaviour</i> , 2022, 21, 92-101.	2.6	1
53	The impact of autobiographical memory on brand retrieval and purchase intention. <i>Journal of Consumer Behaviour</i> , 2021, 20, 1140-1152.	2.6	1
54	Snap Judgement Polling: Street Interviews Enabled by New Technology. <i>International Journal of Market Research</i> , 2011, 53, 463-478.	2.8	0

#	ARTICLE	IF	CITATIONS
55	Is Switching Banks Easy? Perception vs. Experience. SSRN Electronic Journal, 0, , .	0.4	0