

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	Public engagement with emerging technologies: Does reflective thinking affect survey responses?. Public Understanding of Science, 2022, 31, 660-670.	1.6	1
2	Extended conditional trend analysis: Predicting triple period buyer flows with a triâ€variate <sc>NBD</sc> model. Journal of Consumer Behaviour, 2022, 21, 92-101.	2.6	1
3	Dirichlet implications for portfolio management. Journal of Consumer Behaviour, 2022, 21, 49-62.	2.6	4
4	Predicting future consumer purchases in grocery retailing with the condensed Poisson lognormal model. Journal of Retailing and Consumer Services, 2022, 64, 102809.	5.3	2
5	Mind the attention gap: how does digital advertising impact choice under low attention?. European Journal of Marketing, 2022, 56, 442-466.	1.7	4
6	Re-examining age-related loyalty for low-involvement purchasing. European Journal of Marketing, 2022, 56, 1773-1798.	1.7	2
7	Does the locomotion technique matter in an immersive virtual store environment? â€ Comparing motion-tracked walking and instant teleportation. Journal of Retailing and Consumer Services, 2021, 58, 102266.	5.3	15
8	Investigating the impact of shopper personality on behaviour in immersive Virtual Reality store environments. Journal of Retailing and Consumer Services, 2021, 61, 102581.	5.3	23
9	The impact of autobiographical memory on brand retrieval and purchase intention. Journal of Consumer Behaviour, 2021, 20, 1140-1152.	2.6	1
10	An exploratory investigation of shopper behaviour in an immersive virtual reality store. Journal of Consumer Behaviour, 2020, 19, 182-195.	2.6	40
11	Is digital advertising effective under conditions of low attention?. Journal of Marketing Management, 2020, 36, 1707-1730.	1.2	18
12	The public remain uninformed and wary of climate engineering. Climatic Change, 2020, 160, 303-322.	1.7	26
13	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
14	Are Promoters Valuable Customers? An Application of the Net Promoter Scale to Predict Future Customer Spend. Australasian Marketing Journal, 2018, 26, 3-9.	3.5	20
15	Predicting behaviour: comparing the performance of factual versus attitudinal approaches. International Journal of Social Research Methodology: Theory and Practice, 2018, 21, 439-452.	2.3	5
16	Fundamental patterns of in-store shopper behavior. Journal of Retailing and Consumer Services, 2017, 37, 182-194.	5.3	72
17	Double Jeopardy Benchmarks for Political Polls. Australasian Marketing Journal, 2017, 25, 180-184.	3.5	7
18	Viva La Revolution! for Evidence-Based Marketing We Strive. Australasian Marketing Journal, 2017, 25, 341-346.	3.5	12

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19	The Natural Monopoly Effect in Brand Image Associations. Australasian Marketing Journal, 2017, 25, 309-316.	3.5	6
20	A New Measure of Consideration Set Size. International Journal of Market Research, 2016, 58, 79-94.	2.8	5
21	The adoption of new prescription drugs is strongly associated with prior category prescribing rate. International Journal of Research in Marketing, 2016, 33, 220-224.	2.4	6
22	Predicting what? The strengths and limitations of a test of persuasive advertising principles. European Journal of Marketing, 2016, 50, 312-316.	1.7	8
23	Why familiar brands are sometimes harder to remember. European Journal of Marketing, 2016, 50, 621-638.	1.7	20
24	Forecasting new product trial with analogous series. Journal of Business Research, 2015, 68, 1732-1738.	5.8	16
25	Predicting future purchases with the Poisson log-normal model. Marketing Letters, 2014, 25, 219-234.	1.9	23
26	Polling Accuracy in a Multiparty Election. International Journal of Public Opinion Research, 2014, 26, 113-124.	0.7	9
27	How to grow a brand: Retain or acquire customers?. Journal of Business Research, 2014, 67, 990-997.	5.8	39
28	A quantitative evaluation of the public response to climate engineering. Nature Climate Change, 2014, 4, 106-110.	8.1	67
29	Does the duplication of viewing law apply to radio listening?. European Journal of Marketing, 2013, 47, 674-685.	1.7	30
30	Some Philosophical Problems for Service-Dominant Logic in Marketing. Australasian Marketing Journal, 2012, 20, 218-223.	3.5	16
31	New Brand Extensions. Journal of Advertising Research, 2012, 52, 234-242.	1.0	11
32	It's a Dirichlet World. Journal of Advertising Research, 2012, 52, 203-213.	1.0	62
33	Snap Judgement Polling: Street Interviews Enabled by New Technology. International Journal of Market Research, 2011, 53, 463-478.	2.8	0
34	Regularities in the consumption of a subscription service. Journal of Product and Brand Management, 2011, 20, 182-189.	2.6	14
35	Predicting blood donation behaviour: further application of the theory of planned behaviour. Journal of Social Marketing, 2011, 1, 120-132.	1.3	46
36	Double jeopardy in brand defection. European Journal of Marketing, 2010, 44, 860-873.	1.7	20

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37	Predicting Elections from Politicians' Faces. International Journal of Public Opinion Research, 2010, 22, 511-522.	0.7	26
38	A New Theorem for Optimizing the Advertising Budget. Journal of Advertising Research, 2009, 49, 164-169.	1.0	25
39	The Ombudsman: Verification of Citations: Fawly Towers of Knowledge?. Interfaces, 2008, 38, 125-139.	1.6	60
40	The Ombudsman: Verification of Citations: Fawly Towers of Knowledge?. SSRN Electronic Journal, 2008, , .	0.4	5
41	Switching banks: Old bank gone but not forgotten. Journal of Financial Services Marketing, 2007, 12, 146-156.	2.2	35
42	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
43	Bias and variability in purchase intention scales. Journal of the Academy of Marketing Science, 2007, 35, 617-624.	7.2	74
44	The Effect of Concept Formulation on Concept Test Scores. Journal of Product Innovation Management, 2004, 21, 389-400.	5.2	36
45	Predicting Willingness to Donate Blood. Australasian Marketing Journal, 2003, 11, 87-96.	3.5	21
46	Patterns of purchase loyalty for retail payment methods. International Journal of Bank Marketing, 2002, 20, 311-316.	3.6	7
47	Purchase Loyalty is Polarised into Either <i>Repertoire</i> or <i>Subscription</i> Patterns. Australasian Marketing Journal, 2002, 10, 7-20.	3.5	108
48	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
49	Descriptive and evaluative attributes: what relevance to marketers?. Journal of Product and Brand Management, 2000, 9, 415-435.	2.6	42
50	Making Survey-Based Price Experiments More Accurate. International Journal of Market Research, 1999, 41, 1-8.	0.7	1
51	A contingency model of marketing information. European Journal of Marketing, 1998, 32, 125-144.	1.7	51
52	Are Australasian brands different?. Journal of Product and Brand Management, 1998, 7, 465-480.	2.6	30
53	The dubious assumptions of segmentation and targeting. Management Decision, 1996, 34, 18-24.	2.2	34
54	Empirical generalisations in customer mindset metrics. Journal of Consumer Behaviour, 0, , .	2.6	3

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