

# Debra Ann Grace

## List of Publications by Year in descending order

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Version: 2024-02-01

65  
papers

3,411  
citations

156536

32  
h-index

175968

55  
g-index

66  
all docs

66  
docs citations

66  
times ranked

2246  
citing authors

#	ARTICLE	IF	CITATIONS
1	Unfair customer reviews: Third-party perceptions and managerial responses. <i>Journal of Business Research</i> , 2021, 132, 631-640.	5.8	7
2	The corporate social responsibility (CSR) internal branding model: aligning employees' CSR awareness, knowledge, and experience to deliver positive employee performance outcomes. <i>Journal of Marketing Management</i> , 2021, 37, 732-760.	1.2	30
3	The experience of regret in small business failure: who's to blame?. <i>European Journal of Marketing</i> , 2021, 55, 2201-2238.	1.7	4
4	Surviving an economic downturn: Dynamic capabilities of SMEs. <i>Journal of Business Research</i> , 2021, 128, 109-123.	5.8	65
5	Brand fidelity: Scale development and validation. <i>Journal of Retailing and Consumer Services</i> , 2020, 52, 101908.	5.3	20
6	Enhancing employee voice to advance the hospitality organization's marketing capabilities: A multilevel perspective. <i>International Journal of Hospitality Management</i> , 2020, 91, 102657.	5.3	18
7	A model of entrepreneurship education in franchising – application of outside-in marketing with a behavioural focus. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 116-133.	1.8	4
8	Exploring the interplay between customer perceived brand value and customer brand co-creation behaviour dimensions. <i>Journal of Brand Management</i> , 2020, 27, 466-480.	2.0	30
9	Investigating brand visibility in luxury consumption. <i>Journal of Retailing and Consumer Services</i> , 2019, 49, 357-370.	5.3	33
10	The corporate social responsibility (CSR) employer brand process: integrative review and comprehensive model. <i>Journal of Marketing Management</i> , 2019, 35, 182-205.	1.2	72
11	Consumer motivation and luxury consumption: Testing moderating effects. <i>Journal of Retailing and Consumer Services</i> , 2019, 46, 33-44.	5.3	75
12	Internal brand management: introduction to the special issue and directions for future research. <i>Journal of Brand Management</i> , 2018, 25, 197-201.	2.0	33
13	City elements propelling city brand meaning-making processes. <i>Marketing Theory</i> , 2018, 18, 349-369.	1.7	14
14	Predicting Organizational Form Choice from Pre-Entry Characteristics of Franchisees. <i>Australasian Marketing Journal</i> , 2018, 26, 49-58.	3.5	9
15	Brand fidelity: a relationship maintenance perspective. <i>Journal of Brand Management</i> , 2018, 25, 577-590.	2.0	20
16	Workplace relationship cohesion: an internal customers' perspective. <i>Journal of Service Theory and Practice</i> , 2017, 27, 129-150.	1.9	9
17	City branding research and practice: An integrative review. <i>Journal of Brand Management</i> , 2016, 23, 252-272.	2.0	72
18	Is the Australian domestic holiday a thing of the past? Understanding baby boomer, Generation X and Generation Y perceptions and attitude to domestic and international holidays. <i>Journal of Vacation Marketing</i> , 2015, 21, 336-350.	2.5	32

#	ARTICLE	IF	CITATIONS
19	Examining the relationship between social media characteristics and psychological dispositions. <i>European Journal of Marketing</i> , 2015, 49, 1366-1390.	1.7	42
20	The Generation Effect. <i>Journal of Travel Research</i> , 2014, 53, 705-720.	5.8	88
21	Blood Donation: Comparing Individual Characteristics, Attitudes, and Feelings of Donors and Nondonors. <i>Health Marketing Quarterly</i> , 2014, 31, 197-212.	0.6	13
22	Value creation through knowledge management in franchising: a multi-level conceptual framework. <i>Journal of Services Marketing</i> , 2014, 28, 97-104.	1.7	47
23	The effect of pre-entry information on relational outcomes in franchising. <i>European Journal of Marketing</i> , 2014, 48, 193-217.	1.7	22
24	The influence of service brand orientation on hotel employees' attitude and behaviors in China. <i>International Journal of Hospitality Management</i> , 2013, 34, 172-180.	5.3	55
25	Examining the Role of Franchisee Normative Expectations in Relationship Evaluation. <i>Journal of Retailing</i> , 2013, 89, 219-230.	4.0	45
26	Travel Decision Making. <i>Journal of Travel Research</i> , 2013, 52, 310-324.	5.8	88
27	MULTIPLE-UNIT FRANCHISING AND PERFORMANCE OUTCOMES. <i>Journal of Business Economics and Management</i> , 2013, 14, S279-S312.	1.1	6
28	Come on higher ed get with the programme! A study of market orientation in international student recruitment. <i>Educational Review</i> , 2013, 65, 219-240.	2.2	28
29	Developing brand champions: A franchisee perspective. <i>Journal of Marketing Management</i> , 2013, 29, 1308-1336.	1.2	30
30	Exploring brand extensions in the context of franchising in Australia. <i>Journal of Brand Management</i> , 2012, 19, 425-437.	2.0	8
31	Employee brand equity: Scale development and validation. <i>Journal of Brand Management</i> , 2012, 19, 268-288.	2.0	93
32	What went wrong? Franchisors and franchisees disclose the causes of conflict in franchising. <i>Qualitative Market Research</i> , 2012, 15, 87-103.	1.0	35
33	An exploration and extension of the Value Discipline Strategy (VDS) typology in educational institutions. <i>Marketing Intelligence and Planning</i> , 2012, 30, 402-417.	2.1	11
34	Putting student evaluations into perspective: The Course Experience Quality and Satisfaction Model (CEQS). <i>Studies in Educational Evaluation</i> , 2012, 38, 35-43.	1.2	58
35	Exploring the international student recruitment industry through the Strategic Orientation Performance Model. <i>Journal of Marketing Management</i> , 2012, 28, 522-545.	1.2	13
36	Examining the antecedents of positive employee brand-related attitudes and behaviours. <i>European Journal of Marketing</i> , 2012, 46, 469-488.	1.7	129

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37	An Empirical Analysis of Franchisee Value-in-Use, Investment Risk and Relational Satisfaction. Journal of Retailing, 2011, 87, 366-380.	4.0	97
38	Contrasting the Four Franchising Imperatives Across Hybridized Governance Models: A Preliminary Investigation. Journal of Asia-Pacific Business, 2011, 12, 244-279.	0.8	16
39	Examining Parental and Staff Perceptions of Childcare Service Quality across Competing Business Structures. Australasian Journal of Early Childhood, 2010, 35, 54-62.	0.8	12
40	Consumer retirement planning: an exploratory study of gender differences. Qualitative Market Research, 2010, 13, 174-188.	1.0	20
41	Building and measuring employee-based brand equity. European Journal of Marketing, 2010, 44, 938-971.	1.7	224
42	Franchisee personality. European Journal of Marketing, 2009, 43, 90-109.	1.7	47
43	Conspicuous donation behaviour: scale development and validation. Journal of Consumer Behaviour, 2009, 8, 14-25.	2.6	50
44	Employee Based Brand Equity: A Third Perspective. Services Marketing Quarterly, 2009, 30, 122-147.	0.7	125
45	An examination of consumer embarrassment and repatronage intentions in the context of emotional service encounters. Journal of Retailing and Consumer Services, 2009, 16, 1-9.	5.3	36
46	Ecotourism: supply of nature or tourist demand?. Journal of Ecotourism, 2009, 8, 223-236.	1.5	32
47	Understanding the role of retail store service in light of self-image-store image congruence. Psychology and Marketing, 2008, 25, 521-537.	4.6	72
48	Internal branding: Exploring the employee's perspective. Journal of Brand Management, 2008, 15, 358-372.	2.0	196
49	An examination of involvement in relation to superannuation consumption. Journal of Financial Services Marketing, 2008, 12, 311-319.	2.2	9
50	Internal branding: Exploring the employee's perspective. Journal of Brand Management, 2008, 15, 358-372.	2.0	4
51	How Embarrassing! An Exploratory Study of Critical Incidents Including Affective Reactions. Journal of Service Research, 2007, 9, 271-284.	7.8	77
52	Contrasting "complainers" with "non-complainers" on attitude toward complaining, propensity to complain, and key personality characteristics: A nomological look. Psychology and Marketing, 2007, 24, 579-594.	4.6	56
53	Segmenting service "complainers" and "non-complainers" on the basis of consumer characteristics. Journal of Services Marketing, 2006, 20, 178-187.	1.7	96
54	Exploring conspicuousness in the context of donation behaviour. International Journal of Nonprofit and Voluntary Sector Marketing, 2006, 11, 147-154.	0.5	55

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55	Exploring managers' perspectives of the impact of brand management strategies on employee roles within a service firm. <i>Journal of Services Marketing</i> , 2006, 20, 369-380.	1.7	37
56	Exploring the Implications of Market Orientation for Hospitality Employees. <i>Services Marketing Quarterly</i> , 2006, 27, 69-90.	0.7	10
57	Consumer Disposition Toward Satisfaction (Cds): Scale Development and Validation. <i>Journal of Marketing Theory and Practice</i> , 2005, 13, 20-31.	2.6	20
58	Examining the effects of service brand communications on brand evaluation. <i>Journal of Product and Brand Management</i> , 2005, 14, 106-116.	2.6	116
59	Service branding: consumer verdicts on service brands. <i>Journal of Retailing and Consumer Services</i> , 2005, 12, 125-139.	5.3	136
60	An examination of the antecedents of repatronage intentions across different retail store formats. <i>Journal of Retailing and Consumer Services</i> , 2005, 12, 227-243.	5.3	151
61	Exploring the role of employees in the delivery of the brand: a case study approach. <i>Qualitative Market Research</i> , 2005, 8, 277-295.	1.0	62
62	Service brands and communication effects. <i>Journal of Marketing Communications</i> , 2004, 10, 241-254.	2.7	22
63	Exploring consumer experiences with a service brand. <i>Journal of Product and Brand Management</i> , 2004, 13, 257-268.	2.6	119
64	Brand associations: looking through the eye of the beholder. <i>Qualitative Market Research</i> , 2002, 5, 96-111.	1.0	89
65	Attributions of service switching: a study of consumers'™ and providers'™ perceptions of child'™care service delivery. <i>Journal of Services Marketing</i> , 2001, 15, 300-321.	1.7	61