

Positioning Southwest Airlines through employee branding

Business Horizons

48, 535-545

DOI: 10.1016/j.bushor.2005.04.010

Citation Report

#	ARTICLE	IF	CITATIONS
1	Corporate communications and the employment relationship. , 2006, , 257-293.		0
2	The effects of workâ€family conflict, emotional exhaustion, and intrinsic motivation on job outcomes of frontâ€line employees. International Journal of Bank Marketing, 2006, 24, 173-193.	3.6	147
3	Customerâ€Value Based Marketing Activities in Fastâ€Growth Firms. Journal of Research in Marketing and Entrepreneurship, 2007, 9, 67-88.	0.7	4
4	The analysis of low-cost operation model of spring airlines in China. , 2007, , .		1
6	Growing the Employee Brand at ASI. Journal of Leadership and Organizational Studies, 2007, 14, 77-85.	2.1	10
7	Employer Branding: Lessons from Southwest Airlines and Yahoo. NHRD Network Journal, 2007, 1, 58-61.	0.1	0
8	The market within: A marketing approach to creating and developing high-value employment relationships. Business Horizons, 2008, 51, 555-565.	3.4	28
9	The role of school and university teachers as partâ€time marketers. Marketing Intelligence and Planning, 2008, 26, 539-551.	2.1	8
10	Corporate Communication, Ethics, and Operational Identity: A Case Study of Benetton. SSRN Electronic Journal, 0, , .	0.4	4
11	Chapter 8 Enacted internal branding: theory, practice, and an experiential learning case study of an Austrian B2B company. Advances in Business Marketing and Purchasing, 2009, , 389-428.	0.3	9
12	Corporate communication, ethics, and operational identity: a case study of Benetton. Business Ethics, 2009, 18, 209-223.	3.5	33
13	Building brand community membership within organizations: a viable internal branding alternative?. Journal of Product and Brand Management, 2010, 19, 210-217.	2.6	46
14	An Examination of the Relationship Between Employee Perception and Hotel Brand Equity. Journal of Travel and Tourism Marketing, 2011, 28, 481-497.	3.1	30
16	Workplace Branding: Leveraging Human Resources Management Practices for Competitive Advantage Through â€œBest Employerâ€-Surveys. Journal of Business and Psychology, 2011, 26, 175-181.	2.5	113
17	Competitive Positioning Strategies of Companies in Bosnia and Herzegovina and Their Effect on Business Performance. Eastern European Economics, 2012, 50, 8-25.	0.8	2
18	Transformational leadership and branding behavior in Taiwanese hotels. International Journal of Contemporary Hospitality Management, 2012, 24, 26-43.	5.3	42
19	Investigating the Patterns of Value-Oriented Innovations in Blue Ocean Strategy. International Journal of Innovation Science, 2012, 4, 123-142.	1.5	25
20	Impact of positioning strategies on service firm performance. Journal of Business Research, 2012, 65, 311-316.	5.8	34

#	ARTICLE	IF	CITATIONS
21	Strategic Marketing and Management Tools used to Increase Employee Efficiency. <i>Procedia Economics and Finance</i> , 2012, 3, 877-882.	0.6	6
22	Assessing creativity of design projects: criteria for the service engineering field. <i>International Journal of Design Creativity and Innovation</i> , 2013, 1, 131-159.	0.8	9
23	Employee Representation in Non-Union Firms: An Overview. <i>Industrial Relations</i> , 2013, 52, 173-193.	0.9	7
25	Branding activities of a micro industrial services company. <i>Journal of Services Marketing</i> , 2013, 27, 166-177.	1.7	50
26	Developing a competitive international service strategy: a case of international joint venture in the global service industry. <i>Journal of Services Marketing</i> , 2013, 27, 245-255.	1.7	15
27	Is This Heaven? It's Iowa the World Baseball Classic: "Field of Dreams" Moments in Global, Domestic, and Internal Marketing. <i>NINE A Journal of Baseball History and Culture</i> , 2013, 22, 78-102.	0.0	1
28	Attracting and Retaining Staff: The Role of Branding and Industry Image. , 2014, , 19-36.		35
29	Employer branding and career theory: new directions for research. , 2014, , 151-176.		11
30	Challenges in delivering brand promise " focusing on municipal healthcare organisations. <i>International Journal of Public Sector Management</i> , 2015, 28, 254-272.	1.2	19
31	Employer Branding Management as a Strategic and Organizational Control Tool. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	0
32	Effect of internal branding on employee brand commitment and behavior in hospitality. <i>Tourism and Hospitality Research</i> , 2015, 15, 267-280.	2.4	33
33	Brands at Work: The Search for Meaning in Mundane Work. <i>Organization Studies</i> , 2015, 36, 29-53.	3.8	48
34	Linking brand commitment and brand citizenship behaviors of airline employees: "The role of trust". <i>Journal of Air Transport Management</i> , 2015, 42, 47-54.	2.4	54
36	Relationship between Internal Branding, Employee Brand and Brand Endorsement. <i>International Journal of Business and Management</i> , 2016, 12, 95.	0.1	2
38	The influences of airline brand credibility on consumer purchase intentions. <i>Journal of Air Transport Management</i> , 2016, 55, 1-8.	2.4	69
39	Engagement and Retention: Essentials of Retention Tools. , 2016, , 661-672.		1
40	An extended model of employees' service innovation behavior in the airline industry. <i>International Journal of Contemporary Hospitality Management</i> , 2016, 28, 1622-1648.	5.3	35
41	Modeling employee-based brand equity (EBBE) and perceived environmental uncertainty (PEU) on a firm's performance. <i>Journal of Product and Brand Management</i> , 2016, 25, 490-503.	2.6	45

#	ARTICLE	IF	CITATIONS
42	Social Collaboration in Intranets. <i>International Journal of Business Communication</i> , 2016, 53, 181-199.	1.4	35
43	“Getting the Right People on the Bus”: Recruitment, selection and integration for the branded organization. <i>European Management Journal</i> , 2016, 34, 114-124.	3.1	54
44	From mission statement to airline branding. <i>Journal of Air Transport Management</i> , 2016, 53, 150-160.	2.4	31
45	Mapping the domain of the fragmented field of internal branding. <i>Journal of Product and Brand Management</i> , 2016, 25, 43-57.	2.6	99
46	Engaging People with Employer Branding. <i>Procedia Economics and Finance</i> , 2016, 35, 690-698.	0.6	39
47	Internal branding process: Exploring the role of mediators in top management's leadership“commitment relationship. <i>International Journal of Hospitality Management</i> , 2016, 54, 1-11.	5.3	121
48	The role of positioning in the retail banking industry of Sub-Saharan Africa. <i>International Journal of Bank Marketing</i> , 2017, 35, 685-713.	3.6	10
49	Identification and analysis of employee branding typology using fuzzy c-means clustering. <i>Benchmarking</i> , 2017, 24, 1253-1268.	2.9	4
50	Managing employee attention and internal branding. <i>Journal of Business Research</i> , 2017, 79, 1-11.	5.8	45
51	Investigating market orientation and positioning in star-rated hotels in Ghana. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 2629-2646.	5.3	28
52	Impact of employer branding on organization’s performance. <i>Journal of Transnational Management</i> , 2017, 22, 153-170.	0.5	31
53	How organizational identification among retail employees is affected by advertising. <i>Journal of Retailing and Consumer Services</i> , 2017, 38, 204-209.	5.3	8
54	Strategic fit: Key to growing enterprise value through organizational capital. <i>Business Horizons</i> , 2017, 60, 55-65.	3.4	34
55	Building Positive Collective Mindsets with the “What-We-Are-Best-at” Group Intervention. , 2017, , 69-80.		0
56	Identification of the clusters of employee brand using FIMIX-PLS and FCM. <i>International Journal of Business Forecasting and Market Intelligence</i> , 2017, 3, 165.	0.1	0
57	Service branding: do employees know what we stand for? The inside story. <i>International Journal of Services Sciences</i> , 2017, 6, 95.	0.0	1
58	How Internal Branding Process Really Pays Off Through Brand Trust. <i>Tourism Analysis</i> , 2017, 22, 309-322.	0.5	8
59	Employees’ brand understanding, brand commitment, and brand citizenship behaviour: a closer look at the relationships among construct dimensions. <i>Journal of Brand Management</i> , 2018, 25, 217-234.	2.0	43

#	ARTICLE	IF	CITATIONS
60	Positioning strategies and congruence in the positioning of high-end indigenous and foreign retailers in sub-Saharan Africa: An illustration from Ghana. <i>Thunderbird International Business Review</i> , 2018, 60, 535-548.	0.9	5
61	Sponsorship as an internal branding tool and its effects on employees' identification with the brand. <i>Journal of Brand Management</i> , 2018, 25, 266-275.	2.0	14
62	An empirical investigation of antecedent and consequences of internal brand equity: Evidence from the airline industry. <i>Journal of Air Transport Management</i> , 2018, 69, 49-58.	2.4	29
63	"Brandspeak": Metaphors and the rhetorical construction of internal branding. <i>Organization</i> , 2018, 25, 42-68.	2.8	12
64	Evaluation of employee brand using typological analysis in Indian airline organisation. <i>International Journal of Business Excellence</i> , 2018, 16, 478.	0.2	1
66	Stand Up and be Counted: A Diverse Economy Perspective of Air New Zealand. <i>Tourism Planning and Development</i> , 2018, 15, 567-583.	1.3	2
67	Employer Branding in B2B and B2C Companies in India: A Qualitative Perspective. <i>South Asian Journal of Human Resources Management</i> , 2018, 5, 76-95.	0.7	5
68	The candidate experience: Is it damaging your employer brand?. <i>Business Horizons</i> , 2018, 61, 755-764.	3.4	12
69	Tenure of top management team, employee relationship, and value of airlines. <i>Research in Transportation Business and Management</i> , 2018, 28, 85-91.	1.6	8
70	A brand within a brand: an integrated understanding of internal brand management and brand architecture in the public sector. <i>Journal of Brand Management</i> , 2019, 26, 277-290.	2.0	16
71	Examining the drivers of employee brand understanding: a longitudinal study. <i>Journal of Product and Brand Management</i> , 2019, 28, 893-907.	2.6	11
72	The Mediating Role of Brand Knowledge on Employees' Brand Citizenship Behaviour: Does Organizational Tenure Matter?. <i>Australasian Marketing Journal</i> , 2019, 27, 169-178.	3.5	18
73	Impact of Employer Branding on Job Engagement and Organizational Commitment in Indian IT Sector. <i>International Journal of Risk and Contingency Management</i> , 2019, 8, 1-17.	0.2	10
74	Personal Branding: A New Competency in the Era of the Network Economy. <i>Corporate Brand Performance Implications</i> . <i>Ecoproduction</i> , 2019, , 19-34.	0.8	3
75	A conceptual framework for identifying key employee branding dimensions: A study of hospitality industry. <i>Journal of Innovation & Knowledge</i> , 2020, 5, 200-209.	7.3	20
77	Entrepreneurship and the Community. <i>Contributions To Management Science</i> , 2020, , .	0.4	8
78	Dilemmas in Re-branding a University: "Maybe People Just Don't Like Change": Linking Meaningfulness and Mutuality into the Reconciliation. <i>Corporate Reputation Review</i> , 2020, 23, 92-105.	1.1	7
79	Employer Branding Practices Amongst the Most Attractive Employers of IT and Engineering Sector. <i>International Journal of Human Capital and Information Technology Professionals</i> , 2020, 11, 1-16.	0.5	8

#	ARTICLE	IF	CITATIONS
80	Effects of internal branding and brand-oriented leadership on work-related outcomes. Service Industries Journal, 2020, , 1-21.	5.0	11
81	Personal Brand Management. Management for Professionals, 2020, , .	0.3	6
82	Social servicescapeâ€™s impact on customer perceptions of the hospitality brand â€™ The role of branded social cues. International Journal of Hospitality Management, 2021, 93, 102774.	5.3	9
83	Dysfunctional Customer Behavior, Employee Service Sabotage, and Sustainability: Can Social Support Make a Difference?. International Journal of Environmental Research and Public Health, 2021, 18, 3628.	1.2	9
84	Understanding Airline Organizational Attractiveness Using Interpretive Structural Modelling. Advances in Hospitality and Tourism Research, 2021, 9, 444-466.	1.2	3
85	Mind anchors and heart grips: the role of HRM and LMX in internal branding. International Journal of Human Resource Management, 2022, 33, 3736-3764.	3.3	3
86	The buy-in benchmark in Islamic banking: combined effect of brand role clarity and employee brand commitment towards employee brand equity. Journal of Islamic Marketing, 2022, 13, 2028-2046.	2.3	7
87	Growing the Talent Pool: How Sponsorship of Professional Sales Programs Enhances Employer Branding. Journal of Marketing Education, 2022, 44, 72-84.	1.6	2
88	The impact of airline internal branding on work outcomes using job satisfaction as a mediator. Journal of Air Transport Management, 2021, 94, 102063.	2.4	10
89	Employer branding and psychological contract in family and non-family firmsEmployer branding e contrato psicolÃ³gico em empresas familiares e nÃ£o familiaresEmployer branding y contrato psicolÃ³gico en empresas familiares y no familiares. Management Research, 2021, 19, 213-230.	0.5	3
91	Employee Choice Of Voice: A New Workplace Dynamic. Journal of Applied Business Research, 2011, 27, 91.	0.3	10
92	Antecedents and Consequences of Internal Branding in Organizations in Indian Services Sector. SSRN Electronic Journal, 0, , .	0.4	1
93	DEREGULATION CONTROL BY MERGERS AND ACQUISITIONS: A GAME THEORETIC ANALYSIS OF THE CHINESE AIRLINE INDUSTRY. Technological and Economic Development of Economy, 2018, 24, 2277-2294.	2.3	5
94	EMPLOYER BRANDING: EXPLORING ATTRACTIVENESS DIMENSIONS IN A MULTICULTURAL CONTEXT. Technological and Economic Development of Economy, 2019, 25, 519-541.	2.3	23
95	The Impact of Internal Branding on Employeesâ€™ Brand Supporting Behaviour in Banking. Services Marketing Quarterly, 2022, 43, 166-182.	0.7	2
96	BisLogic: Building an Employer Brand through Corporate Image, Personality, Identity and Reputation. I-managerâ€™s Journal on Management, 2009, 4, 26-34.	0.3	1
97	Leadership as a key element in the effective alignment between external and internal branding in organisations. African Journal of Business Management, 2012, 6, .	0.4	1
98	Challenges in delivering brand promise â€™ focusing on municipal health care organisations. Proceedings - Academy of Management, 2014, 2014, 15288.	0.0	0

#	ARTICLE	IF	CITATIONS
99	The Effect of Internal Branding on Employee Brand Commitment and Customer Orientation : Focusing on Domestic Financial Service Companies. Productivity Review, 2014, 28, 221-248.	0.0	0
100	Employee branding and strategies: a winning combination for southwest airlines. SMART Journal of Business Management Studies, 2015, 11, 73.	0.2	1
101	Effect of Employee Branding on Market Share in Iranian Banking Industry (Case Study: Mellat Bank). Journal of Asian Scientific Research, 2015, 5, 73-91.	0.0	1
103	Effect of Employee Branding on Customer Satisfaction, Favorable Reputation and Employee Satisfaction. International Journal of Asian Social Science, 2015, 5, 140-155.	0.2	1
104	EFFECT OF REWARD ON EMPLOYER BRANDING IN THE MOBILE TELECOMMUNICATION SECTOR IN KENYA. Human Resource and Leadership Journal, 2017, 2, 44.	0.1	0
105	Diversity and Inclusion in the Workplace: Employee Perception and Implications for Internal Brand Management. International Conference on Advances in Business Management and Law (ICABML), 2017, 1, 368-388.	0.1	2
106	Segmenting Fan Communities. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2018, , 1-17.	0.7	1
107	Operatives Markenmanagement. , 2018, , 173-287.		0
108	A Study on Salesperson Brand Relationships, Customer Orientation, and Customer Store Loyalty. Journal of Distribution Science, 2018, 16, 57-64.	0.4	3
109	Å±alÅ±Å±an Temelli Marka DeÅ±eri: Å±Å±sel Markalama Yoluyla Å±alÅ±Å±anlar Å±Å±in Marka DeÅ±eri YaratÅ±ImasÅ±. SelÅ±SukÅ± Å±eniversitesi Sosyal Bilimler Meslek YÅ±ksekokulu Dergisi, 2018, 21, 186-200.	0.1	3
110	Employer Branding: Issues of Tailoring Your Message in the Modern Age. Management and Industrial Engineering, 2020, , 37-50.	0.3	2
111	The Dynamics of the Employee Branding Effect: The Valuation of Interpersonal Relationships in Organizational Results. Contributions To Management Science, 2020, , 87-103.	0.4	0
114	The Perception of Employee Effect and Brand in Industry and Services. Advances in Business Strategy and Competitive Advantage Book Series, 2020, , 116-130.	0.2	0
117	Employee Branding and its Influence on Private Life Insurance Companies with respect to Western region of Tamil Nadu. Parikalpana KIIIT Journal of Management, 2020, 16, 44.	0.2	0
118	War for Talent and the Retention Dilemma in the Airline Industry: Organisational Attractiveness as a Solution. SSRN Electronic Journal, 0, , .	0.4	0
119	The Effects of Employer Branding on Value Congruence and Brand Love. Journal of Hospitality and Tourism Research, 2023, 47, 962-987.	1.8	2
120	Examining the linkages between employee brand love, affective commitment, positive word-of-mouth, and turnover intentions: A social identity theory perspective. IIMB Management Review, 2022, 34, 7-17.	0.7	17
122	Employer branding: design and development of a scale. Journal of Economic and Administrative Sciences, 2022, ahead-of-print, .	0.7	3

#	ARTICLE	IF	CITATIONS
123	Employer and internal branding research: a bibliometric analysis of 25 years. Journal of Product and Brand Management, 2022, 31, 1196-1221.	2.6	19
124	Reviewing the Employee Branding Process to Gain Firm Competitive Advantage. Advances in Business Strategy and Competitive Advantage Book Series, 2022, , 168-185.	0.2	0
125	Sustainable Human Resource Management Practices Impacting Employer Branding. , 2022, 1, .		0
126	â€œI am proud of my jobâ€: Examining the psychological mechanism underlying technological innovation's effects on employee brand ambassadorship. Technological Forecasting and Social Change, 2022, 182, 121833.	6.2	5
127	The impact of brand equity on employee attitudes. European Management Journal, 2024, 42, 119-129.	3.1	1
128	The Importance of Organizational Behavior Model Applications in Air Transportation Industry. Accounting, Finance, Sustainability, Governance & Fraud, 2022, , 213-234.	0.2	0
129	Operational Brand Management. , 2023, , 145-205.		0
130	How Does Friendship Motivate Frontline Employees to Exhibit Brand Ambassador Behavior: The Important Role of Well-Being and Helping Behavior. Sustainability, 2023, 15, 6859.	1.6	0
136	Cultivating ILCs in China. Advances in Educational Marketing, Administration, and Leadership Book Series, 2023, , 120-140.	0.1	0
138	Conceptual Approaches to Marketing for Improving HR Practices. Advances in Human Resources Management and Organizational Development Book Series, 2024, , 212-232.	0.2	0