

# Corporate social responsibility and patronage intention credibility

Journal of Marketing Communications

27, 510-533

DOI: [10.1080/13527266.2020.1728565](https://doi.org/10.1080/13527266.2020.1728565)

Citation Report

#	ARTICLE	IF	CITATIONS
1	Matching green messages with brand positioning to improve brand evaluation. Journal of Business Research, 2020, 119, 25-40.	10.2	23
2	The Knowledge, Attitude, and Practice of the Adoption of Green Fashion Innovation. Journal of Open Innovation: Technology, Market, and Complexity, 2020, 6, 107.	5.2	15
3	The Causal Effect of Corporate Social Responsibility and Corporate Reputation on Brand Equity: A Fuzzy-Set Qualitative Comparative Analysis. Journal of Promotion Management, 2021, 27, 630-641.	3.4	10
4	The Influence of Service Quality on Customer Retention: A Systematic Review in the Higher Education. Advances in Intelligent Systems and Computing, 2021, , 404-416.	0.6	45
5	The Impact of Ethical Leadership on Employees Performance: A Systematic Review. Advances in Intelligent Systems and Computing, 2021, , 417-426.	0.6	62
6	The Impacts of Communication Ethics on Workplace Decision Making and Productivity. Advances in Intelligent Systems and Computing, 2021, , 488-500.	0.6	36
7	Internal Factors Affect Knowledge Management and Firm Performance: A Systematic Review. Advances in Intelligent Systems and Computing, 2021, , 632-643.	0.6	42
8	Factors Affect Customer Retention: A Systematic Review. Advances in Intelligent Systems and Computing, 2021, , 656-667.	0.6	21
9	The Impact of Innovation Management in SMEs Performance: A Systematic Review. Advances in Intelligent Systems and Computing, 2021, , 720-730.	0.6	45
10	An Investigation of the Factors That Motivate Users to Participate in Online Communities. International Journal of E-Business Research, 2021, 17, 1-16.	1.0	3
11	The Role of Business Intelligence Systems on Green Supply Chain Management: Empirical Analysis of FMCG in the UAE. Advances in Intelligent Systems and Computing, 2021, , 539-552.	0.6	27
12	The Effect of Covid-19 Pandemic on Business Systems's™ Innovation and Entrepreneurship and How to Cope with It: A Theatrical View. Studies in Systems, Decision and Control, 2021, , 275-288.	1.0	45
13	Information Systems Integration to Enhance Operational Customer Relationship Management in the Pharmaceutical Industry. Advances in Intelligent Systems and Computing, 2021, , 553-572.	0.6	31
14	Factors Impacts Organization Digital Transformation and Organization Decision Making During Covid19 Pandemic. Studies in Systems, Decision and Control, 2021, , 95-106.	1.0	46
15	Gender Discrimination at Workplace: Do Artificial Intelligence (AI) and Machine Learning (ML) Have Opinions About It. Advances in Intelligent Systems and Computing, 2021, , 301-316.	0.6	46
16	The effect of culture on customers's™ attitudes toward Facebook advertising: the moderating role of gender. Review of International Business and Strategy, 2021, 31, 416-437.	3.3	41
17	Exploring the Relationship Between Entrepreneurship and Psychological Characteristics, and Corporate Social Responsibility Under Marketization. Frontiers in Psychology, 2021, 12, 693644.	2.1	3
18	Customers Online Engagement with Social Media Influencers's™ Content Related to COVID 19. Studies in Systems, Decision and Control, 2021, , 385-404.	1.0	42

#	ARTICLE	IF	CITATIONS
19	The Impact of Social Media Marketing Communications on Consumer Response During the COVID-19: Does the Brand Equity of a University Matter?. <i>Studies in Systems, Decision and Control</i> , 2021, , 367-384.	1.0	46
20	The Impact of Digital Social Responsibility on Preference and Purchase Intentions: The Implication for Open Innovation. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2021, 7, 24.	5.2	18
21	The Role of Knowledge Management Processes for Enhancing and Supporting Innovative Organizations: A Systematic Review. <i>Studies in Systems, Decision and Control</i> , 2021, , 143-161.	1.0	17
22	Performance Appraisal on Employeesâ€™ Motivation: A Comprehensive Analysis. <i>Advances in Intelligent Systems and Computing</i> , 2021, , 681-693.	0.6	39
23	An Investigation of the Effect of Lean Six Sigma Practices on Healthcare Service Quality and Patient Satisfaction: Testing the Mediating Role of Service Quality in Dubai Primary Healthcare Sector. <i>Journal of Advanced Research in Dynamical and Control Systems</i> , 2020, 12, 56-72.	0.2	9
24	Making Leadersâ€™ and Followersâ€™ Relationship Sustainable: The Impact of Leadersâ€™ Behavioral Integrity on Employeesâ€™ Voice in the Banking Sector of Pakistan. <i>Sustainability</i> , 2021, 13, 11733.	3.2	1
25	The Role of Corporate Social Responsibility Perceptions in Brand Equity, Brand Credibility, Brand Reputation, and Purchase Intentions. <i>Sustainability</i> , 2021, 13, 11975.	3.2	22
26	How can the management of fitness centres be improved through corporate image and brand image?. <i>Economic Research-Ekonomiska Istrazivanja</i> , 2022, 35, 3378-3396.	4.7	4
27	An Investigation of the Factors That Motivate Users to Participate in Online Communities. , 2022, , 20-36.		0
28	Connecting Corporate Social Responsibility (CSR) to Customer Loyalty: A Mediation Analysis in Hoteling Industry of Pakistan. <i>SAGE Open</i> , 2021, 11, 215824402110672.	1.7	4
29	Sustainable Development Goals (SDGs) as a Framework for Corporate Social Responsibility (CSR). <i>Sustainability</i> , 2022, 14, 1222.	3.2	95
30	Online retailing during the COVID-19 pandemic: consumer preferences for marketing actions with consumer self-benefits versus other-benefit components. <i>Journal of Marketing Management</i> , 2021, 37, 1866-1902.	2.3	5
31	Corporate Social Responsibility and Marketing: A Bibliometric and Visualization Analysis of the Literature between the Years 1994 and 2020. <i>Sustainability</i> , 2022, 14, 1694.	3.2	15
32	What Do Consumers Know about Corporate Responsible Management? A Case Study of Eight World-Leading Brands and Their Branding Strategy. <i>Journal of Human Resource and Sustainability Studies</i> , 2022, 10, 98-110.	0.8	0
33	Does cyberloafing and personâ€™organization fit affect employee performance? The mediating role of innovative work behavior. <i>Global Business and Organizational Excellence</i> , 2022, 41, 44-64.	6.1	24
34	The Influence of Corporate Social Responsibility and Business Ethics on Brand Fidelity: The Importance of Brand Love and Brand Attitude. <i>Sustainability</i> , 2022, 14, 2962.	3.2	14
35	Impact of Chinese corporate social responsibility on purchase intention: Insights from traditional Chinese culture. <i>Social Behavior and Personality</i> , 2022, 50, 99-111.	0.6	2
36	Perceived ESG (Environmental, Social, Governance) and Consumersâ€™ Responses: The Mediating Role of Brand Credibility, Brand Image, and Perceived Quality. <i>Sustainability</i> , 2022, 14, 4515.	3.2	30

#	ARTICLE	IF	CITATIONS
37	How CSR influences young Chinese consumers' purchase decisions towards Western brands: the moderating effect of consumer ethnocentrism. <i>Kybernetes</i> , 2022, ahead-of-print, .	2.2	2
38	Does Trust Mediate in Corporate Social Responsibility (CSR) and Brand Equity Nexus? Empirical Evidence from the Banking Sector. <i>FIIB Business Review</i> , 0, , 231971452211102.	3.1	0
39	Redefining Banking Service Delivery: Information Technology Adoption by UK Banks Amid the COVID-19 Pandemic. <i>Advanced Series in Management</i> , 2022, 29, 95-110.	1.2	3
40	Role of corporate social responsibility authenticity in developing perceived brand loyalty: a consumer perceptions paradigm. <i>Journal of Product and Brand Management</i> , 2023, 32, 330-342.	4.3	19
41	Corporate social responsibility and trade credit: the role of textual features. , 2022, ahead-of-print, .		0
42	The Usage of 3D Printing Technology by Small-Medium Sized Enterprise in Jordan. <i>Studies in Computational Intelligence</i> , 2023, , 593-616.	0.9	0
43	Ebb and Flow Theory in Tourism, Hospitality, and Event Management. <i>Studies in Computational Intelligence</i> , 2023, , 2379-2389.	0.9	0
44	The Impacts of Social Media on Managing Customer Relationships with Brands in the UK. <i>Studies in Computational Intelligence</i> , 2023, , 65-88.	0.9	0
45	The Impact of Total Quality Management on the Organizational Reputation. <i>Studies in Computational Intelligence</i> , 2023, , 1183-1198.	0.9	0
46	Evaluation of the Digital Divide Status and Its Impact on the Use of TikTok Platform Through E-Commerce Activities. <i>Studies in Computational Intelligence</i> , 2023, , 259-281.	0.9	0
47	A Systematic Review on the Influence of Entrepreneurial Leadership on Social Capital and Change Propensity. <i>Studies in Computational Intelligence</i> , 2023, , 1473-1486.	0.9	0
48	Pricing Policies and Their Impact on Customer Satisfaction. <i>Studies in Computational Intelligence</i> , 2023, , 2503-2518.	0.9	0
49	Assessment of the Perception of Usage of Facebook as a Business Tool in SMEs Through the Technological Acceptance Model (TAM) and Structural Equation Modeling. <i>Studies in Computational Intelligence</i> , 2023, , 3-19.	0.9	0
50	The Impact of Social Media Usage on Customer Decision Making-Process in Holiday Travel Planning Context, Applied Study Among Petra Visitors. <i>Studies in Computational Intelligence</i> , 2023, , 283-304.	0.9	0
51	Impact of Social Media Marketing on Creating Brand Responsiveness. <i>Studies in Computational Intelligence</i> , 2023, , 241-257.	0.9	18
52	The Impact of Social Media on Purchase Intention at Jordanian Women Clothing Sector. <i>Studies in Computational Intelligence</i> , 2023, , 205-221.	0.9	17
53	Entrepreneurial Marketing: An Approach-Based Paradigm Shift to Marketing. <i>Studies in Computational Intelligence</i> , 2023, , 1529-1557.	0.9	0
54	Customers' Perception of the Social Responsibility in the Private Hospitals in Greater Amman. <i>Studies in Computational Intelligence</i> , 2023, , 2177-2191.	0.9	15

#	ARTICLE	IF	CITATIONS
55	Reviewing the Literature of Internal Corporate Social Responsibility on Job Satisfaction. <i>Studies in Computational Intelligence</i> , 2023, , 1277-1293.	0.9	2
56	A Development of a Newly Constructed Model Related to the Impact of Entrepreneurial Motivation on Entrepreneurial Intention. <i>Studies in Computational Intelligence</i> , 2023, , 1559-1584.	0.9	1
57	The Impact of Branded Mobile Applications on Customer Loyalty. <i>Studies in Computational Intelligence</i> , 2023, , 2215-2229.	0.9	18
58	Development of Market Analysis Study in Aqaba. <i>Studies in Computational Intelligence</i> , 2023, , 617-644.	0.9	0
59	Develop a Causal Model for the Impact of Critical Success Factors of the Strategic Information System in Promoting Human Resources Management Strategies in the Social Security Corporation. <i>Studies in Computational Intelligence</i> , 2023, , 903-921.	0.9	0
60	Impacts of Social Media on Managing Customer Relationships in b2b Business Environment in Birmingham, UK. <i>Studies in Computational Intelligence</i> , 2023, , 89-111.	0.9	1
61	Workplace isolation during COVID-19 and workâ€‘family conflict among academicians: interplay of psychological stress and organizational identification. <i>International Journal of Manpower</i> , 2023, ahead-of-print, .	4.4	4
62	The Impact of Marketing, Technology and Security Orientations on Customer Orientation: A Case Study in Jordan. <i>Studies in Computational Intelligence</i> , 2023, , 2391-2405.	0.9	0
63	The Impact of Brand Loyalty Determinants on the Touristsâ€™ Choice of Five Stars Hotels in Jordan. <i>Studies in Computational Intelligence</i> , 2023, , 2193-2214.	0.9	4
64	Effects of Social Media Marketing on Consumer Perception in Liverpool, UK. <i>Studies in Computational Intelligence</i> , 2023, , 45-63.	0.9	1
65	The Impact of Hiring People with a Disability on Customersâ€™ Perspectives: The Moderating Effect of Disability Type. <i>Sustainability</i> , 2023, 15, 5101.	3.2	1
66	Impact of energy intensity, green economy, and natural resources development to achieve sustainable economic growth in Asian countries. <i>Resources Policy</i> , 2023, 84, 103726.	9.6	8
67	Impact of corporate social responsibility on sustainable competitive advantages: The mediating role of corporate reputation. <i>Environmental Science and Pollution Research</i> , 0, , .	5.3	2
68	Human versus Virtual Influencer: The Effect of Humanness and Interactivity on Persuasive CSR Messaging. <i>Journal of Interactive Advertising</i> , 2023, 23, 275-292.	5.3	4
69	The mediating effect of Islamic ethical identity disclosure on financial performance. <i>Asian Journal of Islamic Management</i> , 0, , 69-82.	0.3	0
70	Sustainable Marketing and its Impact on the Image of the Company. <i>Marketing and Management of Innovations</i> , 2023, 14, 51-57.	1.5	1
71	How Consumersâ€™ Consciousness Moderates the Corporate Social Responsibility Effect on Apparel Industry Brand Image. <i>Sustainability</i> , 2023, 15, 10955.	3.2	1
72	Using the FCB grid to understand privacy concerns in social media advertising. <i>International Journal of Advertising</i> , 2024, 43, 405-433.	6.7	1

#	ARTICLE	IF	CITATIONS
73	Unleashing the missing link between neuroticism and compliance behavior among quick service restaurant employees. <i>International Journal of Hospitality Management</i> , 2023, 114, 103570.	8.8	0
74	Predicting cause-related marketing patronage intentions, corporate social responsibility motives and moderating role of spirituality. <i>Social Responsibility Journal</i> , 2024, 20, 682-702.	2.9	1
75	An integrated SEM-ANN-NCA approach to predict the factors influencing CSR authenticity and CRM purchase intentions: an attribution theory perspective. <i>Journal of Marketing Theory and Practice</i> , 0, , 1-14.	4.3	0
76	Insta-Influencersâ€™ Endorsement Effect on Consumersâ€™ Purchase Intention: Parallel Mediation Role of Brand Credibility and Brand Attitude. <i>Journal of Asia-Pacific Business</i> , 2023, 24, 254-272.	1.5	0
77	Investigating the Impact of Blockchain Technology on Social Sustainability and the Mediating Role of Ethics and CSR. <i>Sustainability</i> , 2023, 15, 15510.	3.2	0
78	The influence of corporate social responsibility on repurchase intention: The mediating effect of satisfaction. <i>Innovative Marketing</i> , 2023, 19, 207-219.	1.7	0
79	ChatGPT-powered chatbot as a green evangelist: an innovative path toward sustainable consumerism in E-commerce. <i>Service Industries Journal</i> , 2024, 44, 173-217.	8.3	0
80	Corporate social responsibility and behavioral intentions in an emerging market: The mediating roles of green brand image and green trust. <i>Cleaner and Responsible Consumption</i> , 2024, 12, 100170.	3.0	0
81	Digital Sustainability and Strategic Supply Chain for Achieving a Competitive Advantage: An Empirical Evidence from Telecommunication Industry in the UAE. <i>Studies in Big Data</i> , 2024, , 183-203.	1.1	0
82	Does Product Differentiation Strategy Mediate the Relationship Between Cost Leadership Strategy and Order-Winners? An Empirical Evidence from UAE Retail Industry. <i>Studies in Big Data</i> , 2024, , 509-526.	1.1	0
83	Impact of Supply Chain Resilience on Competitiveness with the Mediating Role of Supply Chain Capabilities: Empirical Evidence from the UAE Electronics Industry. <i>Studies in Big Data</i> , 2024, , 129-149.	1.1	0
84	Sustainable development during economic uncertainty: What drives large construction firms to perform corporate social responsibility?. <i>Corporate Social Responsibility and Environmental Management</i> , 0, , .	8.7	0
85	Sustaining organizational customersâ€™ consumption through corporate social responsibility and green advertising receptivity: the mediating role of green trust. <i>Cogent Business and Management</i> , 2024, 11, .	2.9	0
86	Is there any way to increase consumersâ€™ purchase intention regarding surplus food blind-boxes? An exploratory study. <i>BMC Psychology</i> , 2024, 12, .	2.1	0
87	When mass meets prestige: The impact of symbolic motivations, inspirations, and purchase intentions for Masstige products. <i>Journal of Business Research</i> , 2024, 176, 114591.	10.2	0
88	Measuring the patronage intentions among football fans: the role of corporate social responsibility, brand credibility and brand equity. <i>International Journal of Sports Marketing and Sponsorship</i> , 0, , .	1.4	0
89	What drives construction SMEs on CSR implementation during economic uncertainty?. <i>Journal of Cleaner Production</i> , 2024, 449, 141664.	9.3	0