

Hugh N Wilson

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11878549/publications.pdf>

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19
papers

1,038
citations

759233

12
h-index

839539

18
g-index

19
all docs

19
docs citations

19
times ranked

963
citing authors

#	ARTICLE	IF	CITATIONS
1	How Business Customers Judge Solutions: Solution Quality and Value in Use. <i>Journal of Marketing</i> , 2016, 80, 96-120.	11.3	281
2	The Impact of Different Touchpoints on Brand Consideration. <i>Journal of Retailing</i> , 2015, 91, 235-253.	6.2	251
3	Harnessing Difference: A Capability-Based Framework for Stakeholder Engagement in Environmental Innovation. <i>Journal of Product Innovation Management</i> , 2018, 35, 254-279.	9.5	177
4	Resource integration, value creation and value destruction in collective consumption contexts. <i>Journal of Business Research</i> , 2019, 103, 173-185.	10.2	45
5	Non-financial Shareholder Activism: A Process Model for Influencing Corporate Environmental and Social Performance*. <i>International Journal of Management Reviews</i> , 2018, 20, 606-626.	8.3	44
6	State-of-the-Art Developments in Expert Systems and Strategic Marketing Planning. <i>British Journal of Management</i> , 1990, 1, 159-170.	5.0	41
7	The Score Is Not the Music: Integrating Experience and Practice Perspectives on Value Co-Creation in Collective Consumption Contexts. <i>Journal of Service Research</i> , 2019, 22, 120-138.	12.2	40
8	Towards rigour in action research: a case study in marketing planning. <i>European Journal of Marketing</i> , 2004, 38, 378-400.	2.9	26
9	Pride in my past: Influencing sustainable choices through behavioral recall. <i>Psychology and Marketing</i> , 2019, 36, 276-286.	8.2	22
10	An evaluation of styles of IT support for marketing planning. <i>European Journal of Marketing</i> , 2001, 35, 815-842.	2.9	21
11	Collective engagement: Four thought-shackles and how to escape them. <i>Industrial Marketing Management</i> , 2019, 80, 24-26.	6.7	18
12	Computer-aided marketing planning: The experience of early adopters. <i>Journal of Marketing Management</i> , 1996, 12, 391-416.	2.3	16
13	Business-nonprofit engagement in sustainability-oriented innovation: What works for whom and why?. <i>Journal of Business Research</i> , 2020, 119, 87-98.	10.2	16
14	How organisations generate and use customer insight. <i>Journal of Marketing Management</i> , 2015, 31, 1158-1179.	2.3	15
15	Action research in turbulent environments. <i>European Journal of Marketing</i> , 2004, 38, 355-377.	2.9	11
16	No I won't, but yes we will: Driving sustainability-related donations through social identity effects. <i>Technological Forecasting and Social Change</i> , 2016, 111, 317-326.	11.6	9
17	Exploiting Technique Interrelationships: A Model of Strategic Marketing Planning. <i>Journal of Euromarketing</i> , 1999, 7, 1-26.	0.0	3
18	Trying on a role: Mentoring, improvisation and social learning in luxury retailing. <i>Journal of Business Research</i> , 2022, 144, 1039-1051.	10.2	2

#	ARTICLE	IF	CITATIONS
19	Tracking the Impact of Media on Voter Choice in Real Time: A Bayesian Dynamic Joint Model. Journal of the American Statistical Association, 2018, 113, 1457-1475.	3.1	0