

Heidi Winklhofer

List of Publications by Year in descending order

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Version: 2024-02-01

34
papers

5,295
citations

361413

20
h-index

414414

32
g-index

35
all docs

35
docs citations

35
times ranked

3966
citing authors

#	ARTICLE	IF	CITATIONS
1	Index Construction with Formative Indicators: An Alternative to Scale Development. <i>Journal of Marketing Research</i> , 2001, 38, 269-277.	4.8	3,410
2	Modelling consumer choice of distribution channels: an illustration from financial services. <i>International Journal of Bank Marketing</i> , 2002, 20, 161-173.	6.4	248
3	The adoption of Internet financial services: a qualitative study. <i>International Journal of Retail and Distribution Management</i> , 2001, 29, 390-398.	4.7	191
4	Customers as Resource Integrators. <i>Journal of Service Research</i> , 2012, 15, 247-261.	12.2	160
5	Applying the technology acceptance model to the online retailing of financial services. <i>International Journal of Retail and Distribution Management</i> , 2006, 34, 388-410.	4.7	155
6	Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. <i>Journal of Interactive Marketing</i> , 2007, 21, 2-21.	6.2	133
7	Emotions and dissonance in "ethical" consumption choices. <i>Journal of Marketing Management</i> , 2013, 29, 1201-1223.	2.3	100
8	Co-creating corporate brand identity with online brand communities: A managerial perspective. <i>Journal of Business Research</i> , 2019, 96, 366-375.	10.2	86
9	Marketing Practices and Performance of Small Service Firms. <i>Journal of Service Research</i> , 2006, 9, 38-58.	12.2	85
10	Measuring Users' Value Experience on a Travel Website (e-Value). <i>Journal of Travel Research</i> , 2015, 54, 496-510.	9.0	81
11	Forecasting practice: A review of the empirical literature and an agenda for future research. <i>International Journal of Forecasting</i> , 1996, 12, 193-221.	6.5	78
12	Contemporary Marketing Practices research program: a review of the first decade. <i>Journal of Business and Industrial Marketing</i> , 2008, 23, 84-94.	3.0	59
13	Relationship Quality: a literature review and research agenda. <i>Journal of Customer Behavior</i> , 2008, 7, 269-291.	0.0	57
14	Transforming community well-being through patients' lived experiences. <i>Journal of Business Research</i> , 2019, 100, 376-391.	10.2	42
15	Strategic purchasing and the evaluation of "problem" key supply relationships: what do key suppliers need to know?. <i>Journal of Business and Industrial Marketing</i> , 2007, 22, 282-294.	3.0	41
16	A conceptualisation of supplier's perceived value. <i>European Journal of Marketing</i> , 2011, 45, 383-418.	2.9	38
17	Managerial evaluation of sales forecasting effectiveness: A MIMIC modeling approach. <i>International Journal of Research in Marketing</i> , 2002, 19, 151-166.	4.2	36
18	A Cultural Perspective of Relationship Orientation: Using Organisational Culture to Support a Supply Relationship Orientation. <i>Journal of Marketing Management</i> , 2006, 22, 169-194.	2.3	30

#	ARTICLE	IF	CITATIONS
19	The impact of firm and export characteristics on the accuracy of export sales forecasts: evidence from UK exporters. <i>International Journal of Forecasting</i> , 1999, 15, 67-81.	6.5	27
20	Facilitating customer adherence to complex services through multi-interface interactions: The case of a weight loss service. <i>Journal of Business Research</i> , 2018, 88, 265-276.	10.2	24
21	A model of export sales forecasting behavior and performance: development and testing. <i>International Journal of Forecasting</i> , 2003, 19, 271-285.	6.5	23
22	The Effects of Relationship Marketing on Share of Business: A Synthesis and Comparison of Models. <i>Journal of Business-to-Business Marketing</i> , 2014, 21, 85-110.	1.5	18
23	Creating joint experiences - Families engaging with a heritage site. <i>Tourism Management</i> , 2020, 78, 104038.	9.8	15
24	Researching Sales Forecasting Practice. <i>International Journal of Forecasting</i> , 2003, 19, 27-42.	6.5	14
25	A comparison of export sales forecasting practices among UK firms. <i>Industrial Marketing Management</i> , 2002, 31, 479-490.	6.7	13
26	Researching the Service Dominant Logic â€œ Normative Perspective versus Practice. <i>Australasian Marketing Journal</i> , 2007, 15, 76-83.	5.4	12
27	Are consumersâ€™ reasons for and against behaviour distinct?. <i>European Journal of Marketing</i> , 2016, 50, 124-144.	2.9	11
28	Export sales forecasting by UK firms. <i>Journal of Business Research</i> , 2003, 56, 45-54.	10.2	10
29	The effect of rapid rural industry changes on the development of a decision support system for dairy farmers in Australia. <i>Computers and Electronics in Agriculture</i> , 2006, 50, 61-69.	7.7	9
30	Organizational aspects of export sales forecasting: an empirical investigation. <i>Journal of Strategic Marketing</i> , 1997, 5, 167-185.	5.5	6
31	How Advanced are Websites of SME Exporters? An Investigation into Drivers and Inhibitors. <i>Advances in International Marketing</i> , 0, , 395-426.	0.3	4
32	Participant engagement in running events and why it matters who else takes part. <i>European Sport Management Quarterly</i> , 2023, 23, 1067-1090.	3.8	3
33	Determinants of Export Sales Forecast Performance: Some Preliminary Evidence from UK Exporters. , 1997, , 299-322.		0
34	A framework for differentiation in composed digital-physical products. <i>International Journal of Mechatronics and Manufacturing Systems</i> , 2020, 13, 286.	0.1	0