

# Arch G Woodside

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3532051/publications.pdf>

Version: 2024-02-01

289  
papers

13,251  
citations

28274

55  
h-index

28297

105  
g-index

301  
all docs

301  
docs citations

301  
times ranked

5834  
citing authors

#	ARTICLE	IF	CITATIONS
1	A General Model Of Traveler Destination Choice. Journal of Travel Research, 1989, 27, 8-14.	9.0	794
2	Building and testing theories of decision making by travellers. Tourism Management, 2005, 26, 815-832.	9.8	625
3	Embraceâ€¢performâ€¢model: Complexity theory, contrarian case analysis, and multiple realities. Journal of Business Research, 2014, 67, 2495-2503.	10.2	575
4	Fuzzy-set Qualitative Comparative Analysis (fsQCA): Guidelines for research practice in Information Systems and marketing. International Journal of Information Management, 2021, 58, 102310.	17.5	547
5	When consumers and brands talk: Storytelling theory and research in psychology and marketing. Psychology and Marketing, 2008, 25, 97-145.	8.2	424
6	Applying complexity theory to deepen service dominant logic: Configural analysis of customer experience-and-outcome assessments of professional services for personal transformations. Journal of Business Research, 2014, 67, 1647-1670.	10.2	318
7	An Inductive Model of Industrial Supplier Choice Processes. Journal of Marketing, 1984, 48, 30-45.	11.3	273
8	Brandâ€¢consumer storytelling theory and research: Introduction to a <i>Psychology & Marketing</i> special issue. Psychology and Marketing, 2010, 27, 531-540.	8.2	208
9	A General Theory of Tourism Consumption Systems: A Conceptual Framework and an Empirical Exploration. Journal of Travel Research, 2002, 41, 120-132.	9.0	200
10	Configural analysis of the drinking man: Fuzzy-set qualitative comparative analyses. Addictive Behaviors, 2012, 37, 541-543.	3.0	181
11	General theory of cultures' consequences on international tourism behavior. Journal of Business Research, 2011, 64, 785-799.	10.2	170
12	Cultural Diversity and Marketing Transactions: Are Market Integration, Large Community Size, and World Religions Necessary for Fairness in Ephemeral Exchanges?. Psychology and Marketing, 2013, 30, 263-276.	8.2	156
13	The good practices manifesto: Overcoming bad practices pervasive in current research in business. Journal of Business Research, 2016, 69, 365-381.	10.2	155
14	Toward a general theory of luxury: Advancing from workbench definitions and theoretical transformations. Journal of Business Research, 2017, 70, 101-107.	10.2	152
15	An Inductive Model of Industrial Supplier Choice Processes. Journal of Marketing, 1984, 48, 30.	11.3	139
16	Bridging the chasm between survey and case study research: Research methods for achieving generalization, accuracy, and complexity. Industrial Marketing Management, 2010, 39, 64-75.	6.7	135
17	Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method. Journal of Business Research, 2006, 59, 535-548.	10.2	133
18	Personal Values and Travel Decisions. Journal of Travel Research, 1986, 25, 20-25.	9.0	131

#	ARTICLE	IF	CITATIONS
19	Stories visitors tell about Italian cities as destination icons. <i>Tourism Management</i> , 2007, 28, 162-174.	9.8	129
20	Testing theory of planned versus realized tourism behavior. <i>Annals of Tourism Research</i> , 2005, 32, 905-924.	6.4	128
21	The Effect of Salesman Similarity and Expertise on Consumer Purchasing Behavior. <i>Journal of Marketing Research</i> , 1974, 11, 198.	4.8	121
22	Traveler Evoked, Inept, and Inert Sets of Vacation Destinations. <i>Journal of Travel Research</i> , 1977, 16, 14-18.	9.0	117
23	An Updated Model of Travel and Tourism Purchase-Consumption Systems. <i>Journal of Travel and Tourism Marketing</i> , 2001, 10, 3-27.	7.0	117
24	Step Two in Benefit Segmentation: Learning the Benefits Realized by Major Travel Markets. <i>Journal of Travel Research</i> , 1985, 24, 7-13.	9.0	114
25	Storytelling research of consumers' self-reports of urban tourism experiences in China. <i>Journal of Business Research</i> , 2009, 62, 1223-1254.	10.2	112
26	Advancing from subjective to confirmatory personal introspection in consumer research. <i>Psychology and Marketing</i> , 2004, 21, 987-1010.	8.2	106
27	Configural algorithms of patient satisfaction, participation in diagnostics, and treatment decisions' influences on hospital loyalty. <i>Journal of Services Marketing</i> , 2013, 27, 91-103.	3.0	96
28	Critical Tests of Multiple Theories of Cultures' Consequences. <i>Journal of Travel Research</i> , 2013, 52, 679-704.	9.0	93
29	Modeling innovation, manufacturing, diffusion and adoption/rejection processes. <i>Journal of Business and Industrial Marketing</i> , 2005, 20, 380-393.	3.0	89
30	Assessing Relationships among Strategic Types, Distinctive Marketing Competencies, and Organizational Performance. <i>Journal of Business Research</i> , 1999, 45, 135-146.	10.2	88
31	Identifying X-Consumers Using Causal Recipes: "Whales" and "Jumbo Shrimps" Casino Gamblers. <i>Journal of Gambling Studies</i> , 2012, 28, 13-26.	1.6	88
32	Updating Heider's balance theory in consumer behavior: A Jewish couple buys a German car and additional buying-consuming transformation stories. <i>Psychology and Marketing</i> , 2001, 18, 475-495.	8.2	87
33	Personal Value Influences on Consumer Product Class and Brand Preferences. <i>Journal of Social Psychology</i> , 1983, 119, 37-53.	1.5	83
34	Overcoming the illusion of will and self-fabrication: Going beyond naïve subjective personal introspection to an unconscious/conscious theory of behavior explanation. <i>Psychology and Marketing</i> , 2006, 23, 257-272.	8.2	78
35	Applying complexity theory to solve hospitality contrarian case conundrums. <i>International Journal of Contemporary Hospitality Management</i> , 2015, 27, 608-647.	8.0	76
36	Measuring Advertising Effectiveness In Destination Marketing Strategies. <i>Journal of Travel Research</i> , 1990, 29, 3-8.	9.0	75

#	ARTICLE	IF	CITATIONS
37	Achieving accuracy, generalization-to-contexts, and complexity in theories of business-to-business decision processes. <i>Industrial Marketing Management</i> , 2013, 42, 382-393.	6.7	75
38	Organizations buying in new task and rebuy situations. <i>Industrial Marketing Management</i> , 1979, 8, 7-11.	6.7	73
39	Firm orientations, innovativeness, and business performance: Advancing a system dynamics view following a comment on Hult, Hurley, and Knight's 2004 study. <i>Industrial Marketing Management</i> , 2005, 34, 275-279.	6.7	69
40	Grounded Theory of Leisure Travel. <i>Journal of Travel and Tourism Marketing</i> , 2004, 17, 7-39.	7.0	68
41	Respondent Inaccuracy. <i>Journal of Advertising Research</i> , 2002, 42, 7-18.	2.1	66
42	Consumer Responses to Interactive Advertising Campaigns Coupling Short-Message-Service Direct Marketing and TV Commercials. <i>Journal of Advertising Research</i> , 2005, 45, 382.	2.1	64
43	Building strong brands in retailing. <i>Journal of Business Research</i> , 2007, 60, 1-10.	10.2	64
44	Diffusing knowledge-based core competencies for leveraging innovation strategies: Modelling outsourcing to knowledge process organizations (KPOs) in pharmaceutical networks. <i>Industrial Marketing Management</i> , 2009, 38, 219-227.	6.7	64
45	Revisiting Problem Gamblers's Harsh Gaze on Casino Services: Applying Complexity Theory to Identify Exceptional Customers. <i>Psychology and Marketing</i> , 2015, 32, 65-77.	8.2	64
46	Applying configurational theory to build a typology of ethnocentric consumers. <i>International Marketing Review</i> , 2016, 33, 351-375.	3.6	62
47	Emotions in Tourism: Theoretical Designs, Measurements, Analytics, and Interpretations. <i>Journal of Travel Research</i> , 2021, 60, 1391-1407.	9.0	62
48	Proposing a new logic for data analysis in marketing and consumer behavior: case study research of large-N survey data for estimating algorithms that accurately profile X (extremely high-use) consumers. <i>Journal of Global Scholars of Marketing Science</i> , 2012, 22, 277-289.	2.0	61
49	Responding to the Severe Limitations of Cross-Sectional Surveys: Commenting on Rong and Wilkinson's Perspectives. <i>Australasian Marketing Journal</i> , 2011, 19, 153-156.	5.4	60
50	What evokes the brand or store? Consumer research on accessibility theory applied to modeling primary choice. <i>International Journal of Research in Marketing</i> , 1997, 14, 125-145.	4.2	59
51	Degrees-of-Freedom Analysis of Case Data in Business Marketing Research. <i>Industrial Marketing Management</i> , 1999, 28, 215-229.	6.7	59
52	Creating visual narrative art for decoding stories that consumers and brands tell. <i>Psychology and Marketing</i> , 2010, 27, 603-622.	8.2	59
53	Segmenting Vacation Markets: The Case of the Distant and Near-Home Travelers. <i>Journal of Travel Research</i> , 1982, 20, 10-14.	9.0	58
54	Profiling the Heavy Traveler Segment. <i>Journal of Travel Research</i> , 1987, 25, 9-14.	9.0	58

#	ARTICLE	IF	CITATIONS
55	Illustrating the Power of fsQCA in Explaining Paradoxical Consumer Environmental Orientations. <i>Psychology and Marketing</i> , 2017, 34, 323-334.	8.2	55
56	Applying complexity theory: A primer for identifying and modeling firm anomalies. <i>Journal of Innovation &amp; Knowledge</i> , 2018, 3, 9-25.	14.0	55
57	Effects of Word of Mouth Advertising on Consumer Risk Taking. <i>Journal of Advertising</i> , 1976, 5, 12-19.	6.6	53
58	Advancing means-end chains by incorporating Heider's balance theory and Fournier's consumer-brand relationship typology. <i>Psychology and Marketing</i> , 2004, 21, 279-294.	8.2	53
59	Advancing Ecological Systems Theory in Lifestyle, Leisure, and Travel Research. <i>Journal of Travel Research</i> , 2006, 44, 259-272.	9.0	52
60	Testing consumers' motivation and linguistic ability as moderators of advertising readability. <i>Psychology and Marketing</i> , 2003, 20, 599-624.	8.2	51
61	Customer experiences with brands: Literature review and research directions. <i>The Marketing Review</i> , 2011, 11, 205-225.	0.1	51
62	Sustainable fashion themes in luxury brand storytelling: The sustainability fashion research grid. <i>Journal of Global Fashion Marketing</i> , 2019, 10, 111-128.	3.7	51
63	Marketing for health care organizations. <i>Journal of Business Research</i> , 1988, 16, 89-90.	10.2	50
64	Advancing Theory of New B-to-B Relationships: Examining Network Participants' Interpretations of E-Intermediary Innovation, Diffusion, and Adoption Processes. <i>Journal of Business-to-Business Marketing</i> , 2006, 13, 1-27.	1.5	49
65	Releasing the death-grip of null hypothesis statistical testing ( $p < .05$ ): Applying complexity theory and somewhat precise outcome testing (SPOT). <i>Journal of Global Scholars of Marketing Science</i> , 2017, 27, 1-15.	2.0	49
66	Observations of centralized corporate procurement. <i>Industrial Marketing Management</i> , 1981, 10, 191-205.	6.7	48
67	Buying and marketing CPA services. <i>Industrial Marketing Management</i> , 1992, 21, 265-272.	6.7	48
68	The general theory of culture, entrepreneurship, innovation, and quality-of-life: Comparing nurturing versus thwarting enterprise start-ups in BRIC, Denmark, Germany, and the United States. <i>Industrial Marketing Management</i> , 2016, 53, 136-159.	6.7	48
69	Modeling firm heterogeneity in corporate social performance and financial performance. <i>Journal of Business Research</i> , 2016, 69, 3285-3314.	10.2	48
70	Interactions of consumption situations and brand attitudes.. <i>Journal of Applied Psychology</i> , 1976, 61, 764-769.	5.3	47
71	Vacation travel planning segments. <i>Annals of Tourism Research</i> , 1980, 7, 385-394.	6.4	47
72	Using the forced metaphor-elicitation technique (FMET) to meet animal companions within self. <i>Journal of Business Research</i> , 2008, 61, 480-487.	10.2	47

#	ARTICLE	IF	CITATIONS
73	Visualizingâ€¦Matchingâ€¦Generalizing: Case Identification Hypotheses and Case-Level Data Analysis. Australasian Marketing Journal, 2015, 23, 246-258.	5.4	45
74	GROUNDING THEORY OF INTERNATIONAL TOURISM BEHAVIOR. Journal of Travel and Tourism Marketing, 2008, 24, 245-258.	7.0	44
75	Tourism 's destination dominance and marketing website usefulness. International Journal of Contemporary Hospitality Management, 2011, 23, 552-564.	8.0	42
76	Animal companions, consumption experiences, and the marketing of pets: Transcending boundaries in the animalâ€“human distinction. Journal of Business Research, 2008, 61, 377-381.	10.2	41
77	What type of CSR engagement suits my firm best? Evidence from an abductively-derived typology. Journal of Business Research, 2020, 108, 174-187.	10.2	41
78	Transformative service research and COVID-19. Service Industries Journal, 2021, 41, 1-8.	8.3	41
79	Theory of rejecting superior, new technologies. Journal of Business and Industrial Marketing, 1996, 11, 25-43.	3.0	40
80	Constructing thick descriptions of marketersâ€™ and buyersâ€™ decision processes in businessâ€“business relationships. Journal of Business and Industrial Marketing, 2000, 15, 354-369.	3.0	40
81	Broadening the Study of Tourism. Journal of Travel and Tourism Marketing, 2004, 17, 1-6.	7.0	38
82	Advancing Theory for Understanding Travelers' Own Explanations of Discretionary Travel Behavior. Journal of Travel and Tourism Marketing, 2007, 22, 15-35.	7.0	38
83	Constructing Business-to-Business Marketing Models that Overcome the Limitations in Variable-Based and Case-Based Research Paradigms. Journal of Business-to-Business Marketing, 2015, 22, 95-110.	1.5	38
84	Animals, archetypes, and advertising (A <sup>3</sup> ): The theory and the practice of customer brand symbolism. Journal of Marketing Management, 2013, 29, 5-25.	2.3	37
85	Accurate caseâ€“outcome modeling in economics, psychology, and marketing. Psychology and Marketing, 2019, 36, 1046-1061.	8.2	37
86	Deepening Understanding of Certification Adoption and Non-Adoption of International-Supplier Ethical Standards. Journal of Business Ethics, 2015, 132, 105-125.	6.0	36
87	Culture, religiosity, and economic configural models explaining tipping-behavior prevalence across nations. Tourism Management, 2017, 62, 218-233.	9.8	36
88	Conversations with(in) the collective unconscious by consumers, brands, and relevant others. Journal of Business Research, 2012, 65, 594-602.	10.2	35
89	Advancing hermeneutic research for interpreting interfirm new product development. Journal of Business and Industrial Marketing, 2005, 20, 364-379.	3.0	34
90	The general theory of behavioral pricing: Applying complexity theory to explicate heterogeneity and achieve high-predictive validity. Industrial Marketing Management, 2015, 47, 39-52.	6.7	34

#	ARTICLE	IF	CITATIONS
91	Constructing useful models of firms' heterogeneities in implemented strategies and performance outcomes. <i>Industrial Marketing Management</i> , 2017, 62, 17-35.	6.7	34
92	Sequence-Oriented Problem Identification Within Service Encounters. <i>Journal of Euromarketing</i> , 1996, 5, 19-52.	0.0	33
93	Outdoor advertising as experiments. <i>Journal of the Academy of Marketing Science</i> , 1990, 18, 229-237.	11.2	32
94	Advancing consumer behaviour theory in tourism via visual narrative art. <i>International Journal of Tourism Research</i> , 2010, 12, 418-431.	3.7	32
95	Middle-range theory construction of the dynamics of organizational marketing-buying behavior. <i>Journal of Business and Industrial Marketing</i> , 2003, 18, 309-335.	3.0	31
96	Problem Gamblers' Harsh Gaze on Casino Services. <i>Psychology and Marketing</i> , 2013, 30, 1108-1123.	8.2	31
97	Travel Storytelling Theory and Practice. <i>Anatolia</i> , 2009, 20, 86-99.	2.4	30
98	Structure and process modeling of seemingly unstructured leisure-travel decisions and behavior. <i>International Journal of Contemporary Hospitality Management</i> , 2012, 24, 855-872.	8.0	30
99	Incompetency training: Theory, practice, and remedies. <i>Journal of Business Research</i> , 2012, 65, 279-293.	10.2	30
100	Nurturing tourists' ethical food consumption: Testing the persuasive strengths of alternative messages in a natural hotel setting. <i>Journal of Business Research</i> , 2020, 117, 268-279.	10.2	30
101	How buyers frame problems: Revisited. <i>Psychology and Marketing</i> , 2001, 18, 617-655.	8.2	29
102	Effects of Price and Salesman Expertise on Customer Purchasing Behavior. <i>The Journal of Business</i> , 1976, 49, 51.	2.1	29
103	How Serious Is Nonresponse Bias in Advertising Conversion Research?. <i>Journal of Travel Research</i> , 1984, 22, 34-37.	9.0	28
104	Measuring Linkage-Advertising Effects on Customer Behaviour and Net Revenue: Using Quasi-Experiments of Advertising Treatments with Novice and Experienced Product-Service Users. <i>Canadian Journal of Administrative Sciences</i> , 1997, 14, 214-228.	1.5	27
105	Tourism Profiles Versus Audience Profiles: Are Upscale Magazines Really Upscale?. <i>Journal of Travel Research</i> , 1974, 12, 17-23.	9.0	26
106	Increasing Quality in Measuring Advertising Effectiveness. <i>Journal of Advertising Research</i> , 2003, 43, 78-85.	2.1	26
107	Economic Psychology and Fashion Marketing Theory Appraising Veblen's Theory of Conspicuous Consumption. <i>Journal of Global Fashion Marketing</i> , 2012, 3, 55-60.	3.7	26
108	Interventions as experiments: Connecting the dots in forecasting and overcoming pandemics, global warming, corruption, civil rights violations, misogyny, income inequality, and guns. <i>Journal of Business Research</i> , 2020, 117, 212-218.	10.2	26

#	ARTICLE	IF	CITATIONS
109	New replacement part buying. <i>Industrial Marketing Management</i> , 1980, 9, 123-132.	6.7	25
110	Meta-Evaluations of Performance Audits of Government Tourism-Marketing Programs. <i>Journal of Travel Research</i> , 2001, 39, 369-379.	9.0	25
111	Applying Systems Thinking to Sustainable Golf Tourism. <i>Journal of Travel Research</i> , 2009, 48, 205-215.	9.0	25
112	Vignettes in the two-step arrival of the internet of things and its reshaping of marketing management's service-dominant logic. <i>Journal of Marketing Management</i> , 2017, 33, 98-110.	2.3	25
113	Who Approves Fraudulence? Configurational Causes of Consumers' Unethical Judgments. <i>Journal of Business Ethics</i> , 2019, 158, 713-726.	6.0	25
114	The Relative Importance of Choice Criteria in Organizational Buying:. <i>Journal of Business-to-Business Marketing</i> , 1994, 2, 33-58.	1.5	24
115	Advancing systems thinking and building microworlds in business and industrial marketing. <i>Journal of Business and Industrial Marketing</i> , 2006, 21, 24-29.	3.0	24
116	SNS marketing activities as a sustainable competitive advantage and traditional market equity. <i>Journal of Business Research</i> , 2021, 130, 378-383.	10.2	24
117	How Contextual Cues Impact Response and Conversion Rates of Online Surveys. <i>Journal of Travel Research</i> , 2014, 53, 58-68.	9.0	23
118	Social interaction effects in the framing of buying decisions. <i>Psychology and Marketing</i> , 1994, 11, 27-34.	8.2	22
119	Applying Ecological Systems and Micro-Tipping Point Theory for Understanding Tourists' Leisure Destination Behavior. <i>Journal of Travel Research</i> , 2008, 47, 14-24.	9.0	22
120	Gestalt modeling of international tourism behavior: Applying dimensional qualitative research in constructing grounded theory. <i>Psychology and Marketing</i> , 2011, 28, 998-1026.	8.2	22
121	Introduction: The tourist gaze 4.0: uncovering non-conscious meanings and motivations in the stories tourists tell of trip and destination experiences. <i>International Journal of Tourism Anthropology</i> , 2015, 4, 1.	0.4	22
122	Tiger Woods, Nike, and I are (not) best friends: how brand's sports sponsorship in social-media impacts brand consumer's congruity and relationship quality. <i>International Journal of Advertising</i> , 2015, 34, 658-677.	6.7	22
123	Diffusion and Adoption of Good Science: Overcoming the Dominant Logic of NHST and the Reporting of Rubbish. <i>Journal of Business-to-Business Marketing</i> , 2016, 23, 327-333.	1.5	22
124	Informal Group Influence on Risk Taking. <i>Journal of Marketing Research</i> , 1972, 9, 223-225.	4.8	21
125	Achieving requisite variety in modeling firms' strategy heterogeneities: Explaining paradoxical firm-market performances. <i>Industrial Marketing Management</i> , 2017, 65, 100-128.	6.7	21
126	The impact of external forces on cartel network dynamics: Direct research in the diamond industry. <i>Industrial Marketing Management</i> , 2010, 39, 202-210.	6.7	20

#	ARTICLE	IF	CITATIONS
127	Editorial: Sense making in marketing organizations and consumer psychology: Theory and practice. <i>Psychology and Marketing</i> , 2001, 18, 415-421.	8.2	19
128	ANALYZING PERFORMANCE AUDIT REPORTS OF DESTINATION MANAGEMENT ORGANIZATIONS' ACTIONS AND OUTCOMES. <i>Journal of Travel and Tourism Marketing</i> , 2009, 26, 303-328.	7.0	19
129	A shopping list experiment of beer brand images.. <i>Journal of Applied Psychology</i> , 1972, 56, 512-513.	5.3	18
130	Customer portfolio analysis among competing retail stores. <i>Journal of Business Research</i> , 1996, 35, 189-200.	10.2	18
131	Learning why some customers shop at less convenient stores. <i>Journal of Business Research</i> , 2001, 54, 151-159.	10.2	18
132	Consumer Evaluations of Competing Brands: Perceptual versus Predictive Validity. <i>Psychology and Marketing</i> , 2012, 29, 458-466.	8.2	18
133	Consequences of national cultures and motivations on entrepreneurship, innovation, ethical behavior, and quality-of-life. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 40-60.	3.0	18
134	Mapping strategic decision-making in cross-functional contexts. <i>Journal of Business Research</i> , 2006, 59, 360-364.	10.2	17
135	Sensitivities of Market Segments to Separate Advertising Strategies. <i>Journal of Marketing</i> , 1981, 45, 63.	11.3	16
136	Applying the long interview in direct marketing research. <i>Journal of Direct Marketing</i> , 1995, 9, 37-55.	0.2	16
137	Customer choices of manufacturer versus retailer brands in alternative price and usage contexts. <i>Journal of Retailing and Consumer Services</i> , 2009, 16, 100-108.	9.4	16
138	Consuming Alone: Broadening Putnam's "Bowling Alone" Thesis. <i>Psychology and Marketing</i> , 2015, 32, 967-976.	8.2	16
139	Relation of price to perception of quality of new products.. <i>Journal of Applied Psychology</i> , 1974, 59, 116-118.	5.3	15
140	Purchase experiments of extra-ordinary and regular influence strategies using artificial and real brands. <i>Journal of Business Research</i> , 2001, 53, 15-35.	10.2	15
141	Applying complexity theory for modeling human resource outcomes: Antecedent configurations indicating perceived location autonomy and work environment choice. <i>Journal of Business Research</i> , 2019, 102, 109-119.	10.2	15
142	Testing variations of Fishbein's behavioral intention model within a consumer behavior context.. <i>Journal of Applied Psychology</i> , 1977, 62, 352-357.	5.3	14
143	CONSUMPTION OCCASION INFLUENCE ON CONSUMER BRAND CHOICE. <i>Decision Sciences</i> , 1978, 9, 273-284.	4.5	14
144	Situational and Extended Attitude Models as Predictors of Marijuana Intentions and Reported Behavior. <i>Journal of Social Psychology</i> , 1978, 106, 57-67.	1.5	14

#	ARTICLE	IF	CITATIONS
145	Anti-social behaviour: profiling the lives behind road rage. <i>Marketing Intelligence and Planning</i> , 2008, 26, 459-480.	3.5	14
146	Consumer storytelling of brand archetypal enactments. <i>International Journal of Tourism Anthropology</i> , 2015, 4, 67.	0.4	14
147	Clicks and purchase effects of an embedded, social-media, platform endorsement in internet advertising. <i>Journal of Global Scholars of Marketing Science</i> , 2019, 29, 343-357.	2.0	14
148	Is There a Generalized Risky Shift Phenomenon in Consumer Behavior?. <i>Journal of Marketing Research</i> , 1974, 11, 225.	4.8	13
149	Impact of Physical and Mental Handicaps on Vacation Travel Behavior. <i>Journal of Travel Research</i> , 1980, 18, 9-11.	9.0	13
150	Testing acceptance of a new industrial service. <i>Industrial Marketing Management</i> , 1988, 17, 65-71.	6.7	13
151	Urban Tourism: An Analysis Of Visitors To New Orleans And Competing Cities. <i>Journal of Travel Research</i> , 1989, 27, 22-30.	9.0	13
152	New developments in marketing communications and consumer behavior. <i>Journal of Business Research</i> , 2001, 53, 59-61.	10.2	13
153	How Behavioral Primacy Interacts with Short-Term Marketing Tactics to Influence Subsequent Long-Term Brand Choice. <i>Journal of Advertising Research</i> , 2005, 45, 229.	2.1	13
154	Decision system analysis of advertising agency decisions. <i>Qualitative Market Research</i> , 2009, 12, 153-170.	1.5	13
155	Solving the Core Theoretical Issues in Consumer Behavior in Tourism. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2017, , 141-168.	0.3	13
156	Customers who misbehave: Identifying restaurant guests reacting out via asymmetric case models. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102897.	9.4	13
157	Effects on Buying Behavior of References to Expert and Referent Power. <i>Journal of Social Psychology</i> , 1982, 117, 25-31.	1.5	12
158	Extremely Frequent Behavior in Consumer Research: Theory and Empirical Evidence for Chronic Casino Gambling. <i>Journal of Gambling Studies</i> , 2009, 25, 297-316.	1.6	12
159	Making tough decisions competently: Assessing the value of product portfolio planning methods, devil's advocacy, group discussion, weighting priorities, and evidenced-based information. <i>Journal of Business Research</i> , 2016, 69, 2849-2862.	10.2	12
160	Competing resort hotels Word-of-mouth communication and guest retention. <i>Tourism Management</i> , 1987, 8, 323-328.	9.8	11
161	Marketing new products with distributors. <i>Industrial Marketing Management</i> , 1992, 21, 15-21.	6.7	11
162	Creating and Interpreting Visual Storytelling Art in Extending Thematic Apperception Tests and Jung's Method of Interpreting Dreams. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2013, , 15-45.	0.3	11

#	ARTICLE	IF	CITATIONS
163	Influence of Low-Balling on Buyers' Compliance. <i>Journal of Psychology: Interdisciplinary and Applied</i> , 1979, 101, 219-221.	1.6	10
164	CPA service providers: A profile of client types and their assessment of performance. <i>Journal of Business Research</i> , 1994, 31, 225-233.	10.2	10
165	Making sense of implemented strategies in new venture hospitality management. An Americanâ€“Austrianâ€“Hungarian Case Research Study. <i>Tourism Management</i> , 2006, 27, 342-349.	9.8	10
166	Capturing and (re)interpreting complexity in multiâ€“firm disruptive product innovations. <i>Journal of Business and Industrial Marketing</i> , 2008, 24, 61-76.	3.0	10
167	Predicting advertising execution effectiveness: scale development and validation. <i>European Journal of Marketing</i> , 2016, 50, 306-311.	2.9	10
168	Have your cake and eat it too: Achieving scientific legitimacy. <i>Industrial Marketing Management</i> , 2018, 69, 53-61.	6.7	10
169	Beliefs and Anticipated Situations Influencing Intentions to Use Drugs. <i>Perceptual and Motor Skills</i> , 1979, 48, 743-751.	1.3	9
170	Customer portfolio analysis for strategy development in direct marketing. <i>Journal of Direct Marketing</i> , 1991, 5, 6-19.	0.2	9
171	Advertising and Consumption of Alcoholic Beverages. <i>Journal of Consumer Psychology</i> , 1999, 8, 167-186.	4.5	9
172	Mapping network champion behavior in B2B electronic venturing. <i>Industrial Marketing Management</i> , 2005, 34, 495-503.	6.7	9
173	Chapter 8 Enacted internal branding: theory, practice, and an experiential learning case study of an Austrian B2B company. <i>Advances in Business Marketing and Purchasing</i> , 2009, , 389-428.	0.3	9
174	Key Success and Failure Paths in Fashion Marketing Strategies. <i>Journal of Global Fashion Marketing</i> , 2010, 1, 1-8.	3.7	9
175	Embracing the Complexity Turn in Management Research for Modeling Multiple Realities. , 2017, , 1-19.		9
176	Organizational buying in selected Yugoslav firms. <i>Industrial Marketing Management</i> , 1978, 7, 391-395.	6.7	8
177	A comment on patterns of store choice and customer gain/loss analysis. <i>Journal of the Academy of Marketing Science</i> , 1991, 19, 377-382.	11.2	8
178	Diagnosing customer comparisons of competitors' marketing mix strategies. <i>Journal of Business Research</i> , 1994, 31, 133-144.	10.2	8
179	Building Skills in Thinking: Toward a Pedagogy in Metathinking. <i>Journal of Education for Business</i> , 2007, 83, 37-44.	1.6	8
180	The High Stakes of Sweepstakes. <i>Journal of Advertising Research</i> , 2012, 52, 167-179.	2.1	8

#	ARTICLE	IF	CITATIONS
181	Advancing tourist gaze research and authenticating the native-visitor: introduction to a special issue honoring work by John Urry. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2015, 9, 373-378.	2.9	8
182	Imprinting, Honeymooning, or Maturing: Testing Three Theories of how Interfirm Social Bonding Impacts Suppliers' Allocations of Resources to Business Customers. <i>Australasian Marketing Journal</i> , 2015, 23, 96-106.	5.4	8
183	Advertising archetypes' impact on physician engagement and behavior in the context of healthcare products. <i>Psychology and Marketing</i> , 2018, 35, 533-541.	8.2	8
184	Segmenting the Timeshare Resort Market. <i>Journal of Travel Research</i> , 1986, 24, 6-12.	9.0	7
185	A meta-analysis of effect sizes based on direct marketing campaigns. <i>Journal of Direct Marketing</i> , 1993, 7, 19-33.	0.2	7
186	Pricing an industrial technological innovation: A case study. <i>Industrial Marketing Management</i> , 1995, 24, 145-150.	6.7	7
187	Contributions of Business-to-Business Marketing Journals: Introduction to the special issue. <i>Journal of Business Research</i> , 1997, 38, 177.	10.2	7
188	Testing manufacturers' acceptance of competing subcontractor price-quality-service designs. <i>Industrial Marketing Management</i> , 1997, 26, 315-329.	6.7	7
189	Testing care-giver acceptance of new syringe technologies. <i>International Journal of Technology Management</i> , 1998, 15, 446.	0.5	7
190	Corporate brand capture theory: antecedents, processes, and consequences. <i>Marketing Intelligence and Planning</i> , 2013, 31, 472-488.	3.5	7
191	Case-based modeling of prolific liars and constant truth-tellers: Who are the dishonesty and honesty self-reporters?. <i>Journal of Business Research</i> , 2017, 71, 142-153.	10.2	7
192	Capturing heterogeneities in orchestrating resources for accurately forecasting high (separately) Tj ETQq0 0 0 rgBT /Overlock 10 Tf 50 3 107556.	8.9	7
193	Achieving radical process innovations by applying technology-mindset transformations via second-order system-dynamics engineering. <i>Journal of Business Research</i> , 2022, 147, 37-48.	10.2	7
194	Choosing Competing Magazines for Tourism Advertising Programs Using a Net Revenue Approach. <i>Journal of Advertising</i> , 1976, 5, 25-28.	6.6	6
195	The Effect of Attitudes and Previous Behavior on Consumer Choice. <i>Journal of Social Psychology</i> , 1977, 103, 129-137.	1.5	6
196	Images on Serving Marijuana, Alcoholic Beverages, and Soft Drinks. <i>Journal of Psychology: Interdisciplinary and Applied</i> , 1977, 96, 11-14.	1.6	6
197	Dynamic pricing in regulated automobile insurance markets with heterogeneous insurers: Strategies nice versus nasty for customers. <i>Journal of Business Research</i> , 2012, 65, 968-976.	10.2	6
198	Configural theory of why people shop for clothes: personal-attribute explanations of four stalwart segments. <i>Journal of Global Fashion Marketing</i> , 2014, 5, 1-25.	3.7	6

#	ARTICLE	IF	CITATIONS
199	Advancing paradox resolution theory for interpreting non-profit, commercial, entrepreneurial strategies. <i>Journal of Strategic Marketing</i> , 2015, 23, 3-18.	5.5	6
200	Capturing Complexity in how Configurations of Firm Internal Orientations Impact Corporate Social Performance Outcomes: Breaking from the Dominant Logic of Symmetric-Variable to Asymmetric-Case-Based Theory and Testing. <i>Australasian Marketing Journal</i> , 2016, 24, 300-308.	5.4	6
201	Is Bart Simpson offering sage advice? A case-based general theory of managers' core self-evaluations and job satisfaction. <i>Journal of Business Research</i> , 2017, 74, 11-37.	10.2	6
202	Gifts as conduits in choice overload environments. <i>Psychology and Marketing</i> , 2019, 36, 716-729.	8.2	6
203	Service breakdown prevention. <i>International Journal of Contemporary Hospitality Management</i> , 2020, 32, 889-912.	8.0	6
204	Measuring Channel Sensitivities to New Industrial Service Designs: Managerial Implications. <i>European Journal of Marketing</i> , 1989, 23, 50-59.	2.9	5
205	Research on the dynamics of store choice: An introduction to Martti Laaksonen's monograph. <i>Journal of Business Research</i> , 1993, 28, 1-2.	10.2	5
206	Interpreting Bounded Rationality in Business and Industrial Marketing Contexts: Executive Training Case Studies. <i>Journal of Global Academy of Marketing Science</i> , 2009, 19, 49-61.	0.8	5
207	Epiphany Travel and Assisted-Subjective Personal Introspection. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2012, , 259-273.	0.3	5
208	Iconic studies relevant for research in marketing and the <i>Journal of Global Scholars of Marketing Science</i> . <i>Journal of Global Scholars of Marketing Science</i> , 2015, 25, 259-278.	2.0	5
209	Embrace Complexity Theory, Perform Contrarian Case Analysis, and Model Multiple Realities. , 2016, , 57-81.		5
210	Learning consumer behavior using marketing anthropology methods. <i>Journal of Business Research</i> , 2017, 74, 110-112.	10.2	5
211	Four-Corner Outcomes in Strategic Management: Successful and Unsuccessful Paddling Down versus Upstream. <i>Advances in Business Marketing and Purchasing</i> , 2018, , 19-62.	0.3	5
212	How shoppers' configurations of demographics, sustainability assessments, and place-attractiveness assessments impact who shops in culturally traditional mega-markets. <i>Journal of Business Research</i> , 2021, 122, 640-656.	10.2	5
213	Decision-Processes in Strategic Alliances. <i>Journal of Euromarketing</i> , 1991, 1, 151-187.	0.0	4
214	META-EVALUATION: ASSESSING ALTERNATIVE METHODS OF PERFORMANCE EVALUATION AND AUDITS OF PLANNED AND IMPLEMENTED MARKETING STRATEGIES. <i>Advances in Business Marketing and Purchasing</i> , 0, , 549-663.	0.3	4
215	Advancing Organisational Buying Behaviour Theory and Research: 1956-2056. <i>Journal of Customer Behavior</i> , 2006, 5, 121-140.	0.0	4
216	Dochakuka. <i>Journal of Global Marketing</i> , 2008, 21, 19-32.	3.4	4

#	ARTICLE	IF	CITATIONS
217	Commentary on "The Essence of Business Marketing Theory, Research and Tactics: Contributions by the Journal of Business-to-Business Marketing," by Lichtenthal, Mummalaneni, and Wilson. Journal of Business-to-Business Marketing, 2008, 15, 218-233.	1.5	4
218	The Complexity Turn to Modeling Firm Heterogeneity in Corporate Social and Financial Performance. , 2017, , 185-247.		4
219	European tech startups' responses to the COVID-19 pandemic: integrating McKinsey's 5R's paradigm and the Newtonian gravitational field. Management Decision, 2022, 60, 2615-2636.	3.9	4
220	JBR the past and the future. Journal of Business Research, 1977, 5, 1-4.	10.2	3
221	Consumer Memory and Mental Categorization in International Travel Destination Decision Making. Journal of International Consumer Marketing, 1993, 5, 89-104.	3.7	3
222	Causal modelling innovation, manufacturing, diffusion and adoption/rejection (IMDAR) processes for new, superior medical technologies. International Journal of Healthcare Technology and Management, 1999, 1, 200.	0.1	3
223	Tourism advertising and marketing performance metrics. Advances in Culture, Tourism and Hospitality Research, 2010, , 1-14.	0.3	3
224	Unconscious thinking, feeling and behavior toward products and brands: Introduction to a Journal of Brand Management special issue. Journal of Brand Management, 2011, 18, 451-456.	3.5	3
225	Embracing the Paradigm Shift from Variable-Based to Case-Based Modeling. Advances in Business Marketing and Purchasing, 2018, , 1-18.	0.3	3
226	Applying Asymmetric, Case-Based, Forecasting Modeling in Service Research: Cultures'™ Consequences on Customers'™ Service Gratuities. Australasian Marketing Journal, 2018, 26, 369-381.	5.4	3
227	Online travel survey response rates and researcher ethnicity. International Journal of Tourism Research, 2018, 20, 779-781.	3.7	3
228	Can You Always Catch More Flies with Honey than with Vinegar? Applying an Asymmetric Approach to Transformational Leadership Research. Journal of Business and Psychology, 2022, 37, 191-213.	4.0	3
229	Configural Modeling of Country-Collectors Motives, Behavior, and Assessments of Strengths of National-Place Brands. Advances in Culture, Tourism and Hospitality Research, 2014, , 97-133.	0.3	3
230	Causal Recipes Sufficient for Identifying Market Gurus versus Mavens. , 2012, , 312-331.		3
231	CAD eight years later. Journal of the Academy of Marketing Science, 1975, 3, 309-313.	11.2	2
232	Evaluating Consumer Profiles of General Response, Direct Response, and Reader Service Inquirers from Magazine Advertising. Journal of Advertising, 1979, 8, 19-25.	6.6	2
233	SUPPLIER CHOICE STRATEGIES IN INDUSTRIALISED NATIONS. International Marketing Review, 1985, 2, 75-79.	3.6	2
234	Designing and Implementing International Joint Marketing Ventures. Journal of Euromarketing, 1994, 3, 43-59.	0.0	2

#	ARTICLE	IF	CITATIONS
235	Fashion shopping from a VNA perspective: telling the untold story. Journal of Global Fashion Marketing, 2013, 4, 67-73.	3.7	2
236	Explaining Seemingly Paradoxical Consumer Experiences: Conjoining Weekly Road Rage and Church Attendance. Journal of Religion and Health, 2015, 54, 93-111.	1.7	2
237	Best and Worst Practices in Management Performance Audits: Constructing and Testing an Algorithmic Model. Advances in Business Marketing and Purchasing, 2016, , 19-51.	0.3	2
238	Making Decisions Well and Badly: How Stakeholders'™ Discussions Influence Individual Executives'™ Decision Confidence and Competence. Advances in Business Marketing and Purchasing, 2016, , 87-116.	0.3	2
239	Embracing Asymmetric Reality and Displacing Symmetric Theory/Testing. Australasian Marketing Journal, 2018, 26, 315-316.	5.4	2
240	Are lodging revenue cycles leading indicators for shifts in financial well-being?. Journal of Business Research, 2021, 129, 465-473.	10.2	2
241	Interpreting luxury and fashion across Anthropocene pandemics. Journal of Global Fashion Marketing, 0, , 1-14.	3.7	2
242	Nurturing urban innovation and knowledge in the ongoing COVID-19 world. Journal of Innovation & Knowledge, 2022, 7, 100217.	14.0	2
243	Situational and brand attitude models of consumer choice behavior. Journal of the Academy of Marketing Science, 1976, 4, 566-576.	11.2	1
244	Pricing and marketing communications: The noneconomic factors. Journal of the Academy of Marketing Science, 1976, 4, 814-824.	11.2	1
245	Bottom line research for advertising media decisions. Journal of the Academy of Marketing Science, 1984, 12, 113-122.	11.2	1
246	Designing Service Products Based on Customer Sensitivities:. Journal of International Consumer Marketing, 1989, 1, 11-28.	3.7	1
247	DOMESTIC LEISURE TRAVELER PURCHASE AND CONSUMPTION SYSTEMS. Tourism Analysis, 2003, 8, 149-152.	0.9	1
248	Lived Experiences and Advancing Science in Lifestyle, Leisure, and Tourism: Introduction and Part I to the Special Issues of Papers of the Fourth Symposium on the Consumer Psychology of Tourism, Hospitality, and Leisure Research. Tourism Analysis, 2006, 11, 169-170.	0.9	1
249	A Primer to the General Theory of Behavioral Strategies in Business-to-Business Marketing. Advances in Business Marketing and Purchasing, 2014, , 147-166.	0.3	1
250	Moving beyond Multiple Regression Analysis and Symmetric Tests to Algorithms and Asymmetric Tests. , 2016, , 83-111.		1
251	Case-Based Modelling of Business'™Business Relationships. , 2016, , 113-148.		1
252	Complexity Theory, Configural Analysis, and Deepening the Service Dominant Logic. , 2016, , 181-243.		1

#	ARTICLE	IF	CITATIONS
253	Moving away from Bad Practices in Research toward Constructing Useful Theory and Doing Useful Research. , 2016, , 1-56.		1
254	Computing with Words in Modeling Firmsâ€™ Paradoxical Performances. Advances in Business Marketing and Purchasing, 2018, , 155-236.	0.3	1
255	Building Generalizable Case-Based Theory in Human Resources Management. Advances in Business Marketing and Purchasing, 2018, , 85-154.	0.3	1
256	Accurately Predicting Precise Outcomes in Business-to-Business Marketing. Advances in Business Marketing and Purchasing, 2018, , 63-84.	0.3	1
257	Ethnic bias and design factors impact response rates of online travel surveys. Journal of Global Scholars of Marketing Science, 2022, 32, 129-144.	2.0	1
258	Novel coronavirus and tourism: coping, recovery, and regeneration issues. Tourism Recreation Research, 2021, 46, 144-147.	4.9	1
259	Lagged impacts of reforms of government regulations of business on nationsâ€™ gross domestic product. Corporate Board, 2013, 9, 40-53.	0.4	1
260	Foundations for Theory and Practice of Competence and Incompetence Training. , 2016, , 1-17.		1
261	The Complexity Turn in Culturesâ€™ Consequences on Entrepreneurship, Innovation, and Quality-of-Life. , 2017, , 133-183.		1
262	Is CPM related to the advertising effectiveness of magazines?. Journal of Business Research, 1975, 3, 323-334.	10.2	0
263	Research in marketing in a centrally planned economy: Poland. Journal of Business Research, 1986, 14, 281-283.	10.2	0
264	Maximarketing. Journal of Business Research, 1988, 16, 85-87.	10.2	0
265	Contingency Modelling and In-Store Testing of Customer Acceptance of New Product-Line Extensions. Journal of International Food and Agribusiness Marketing, 1993, 5, 63-91.	2.1	0
266	Primer to Touristsâ€™ Perceptions and Assessments Including How-to-build Formal, Implementable, Models of the Tourist Gaze. Advances in Culture, Tourism and Hospitality Research, 2014, , 1-22.	0.3	0
267	Performing Triple Sensemaking in Field Experiments. , 2016, , 149-180.		0
268	Creating â€œflipping-the-classroomâ€-cases in training in sensemaking and decision-making in marketing: A Journal of Global Scholars of Marketing Science Special Issue. Journal of Global Scholars of Marketing Science, 2016, 26, 301-303.	2.0	0
269	Absolutely Best ham to Pocatello, Idaho, USA: Arrival delay in customerâ€™s order. Journal of Global Scholars of Marketing Science, 2016, 26, 337-340.	2.0	0
270	Complexity Theory and Human Resources Management: Transcending Variable and Case-Based Perspectives of Service Employees' (Un)Happiness and Work Performance. , 2016, , 245-292.		0

#	ARTICLE	IF	CITATIONS
271	Redirection Theory and Antisocial Travel Behavior: Configural Antecedents to Nascent Road-Road Signaling. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2017, , 119-139.	0.3	0
272	How Advertising E-Atmospherics Impact Consumer Behaviour: Evidence from True Field Experiments in Hospitality and Tourism. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2019, , 319-332.	0.3	0
273	Window to New Research Approaches: How Using Simon's Scissors Cuts Perplexity in Strategy Theory, Research, and Practice. <i>Advances in Business Marketing and Purchasing</i> , 2019, , 121-157.	0.3	0
274	Consumer Metaphoria: Uncovering the Automaticity of Animal, Product/Brand, and Country Meanings. <i>Australasian Marketing Journal</i> , 2019, 27, 113-125.	5.4	0
275	Ultimate Broadening of the Concept of Marketing: B-to-O-to-C Training Service Professionals Not to Inadvertently Kill Their Clients. <i>Journal of Business-to-Business Marketing</i> , 2020, 27, 283-291.	1.5	0
276	Configurational theory and practices of firms employing multiple pricing policies: assessing effective and ineffective pricing recipes in multiple firm contexts. <i>Journal of Revenue and Pricing Management</i> , 2021, 20, 420-435.	1.1	0
277	Entrepreneurial orientation vignettes into open innovation of the internet of things: advancing into the age of service dominant reasoning. <i>International Journal of Services, Technology and Management</i> , 2021, 27, 324.	0.1	0
278	Analytics and Findings for Overall Competency. , 2016, , 115-140.		0
279	Incompetency Training: Theory, Practice, and Remedies. , 2016, , 19-47.		0
280	Understanding and Modeling Configural Causality. , 2016, , 49-74.		0
281	Laboratory Experiments of Configural Modeling. , 2016, , 75-114.		0
282	The Complexity Turn in Behavioral Pricing. , 2017, , 105-132.		0
283	The Complexity Turn in Human Resources Theory and Research. , 2017, , 67-104.		0
284	Customers's Assessments of Retail Traditional Local Markets: Strategy Outcome Performance Screening. , 2019, , 115-183.		0
285	Cultures's Outcomes on Entrepreneurship, Innovation, and National Quality of Life. , 2019, , 185-246.		0
286	Matching Case Identification Hypotheses and Case-Level Data Analysis. , 2019, , 1-24.		0
287	Accurate Outcome Performance Screening in Strategic Management. , 2019, , 57-94.		0
288	A Primer to the General Theory of Behavioral Strategies in Business-to-Business Marketing. <i>Advances in Business Marketing and Purchasing</i> , 2014, 21, 147-166.	0.3	0

#	ARTICLE	IF	CITATIONS
289	Theoretical Advances in Service Breakdown Prevention and Recovery: Rich Service Enactment to Improve Server-Client Interactions and Outcomes. Australasian Marketing Journal, 0, , 183933492210756.	5.4	0