

Arch G Woodside

List of Publications by Year in descending order

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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	Ethnic bias and design factors impact response rates of online travel surveys. <i>Journal of Global Scholars of Marketing Science</i> , 2022, 32, 129-144.	2.0	1
2	Can You Always Catch More Flies with Honey than with Vinegar? Applying an Asymmetric Approach to Transformational Leadership Research. <i>Journal of Business and Psychology</i> , 2022, 37, 191-213.	4.0	3
3	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
4	European tech startups' responses to the COVID-19 pandemic: integrating McKinsey's 5R's paradigm and the Newtonian gravitational field. <i>Management Decision</i> , 2022, 60, 2615-2636.	3.9	4
5	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
6	Nurturing urban innovation and knowledge in the ongoing COVID-19 world. <i>Journal of Innovation & Knowledge</i> , 2022, 7, 100217.	14.0	2
7	Emotions in Tourism: Theoretical Designs, Measurements, Analytics, and Interpretations. <i>Journal of Travel Research</i> , 2021, 60, 1391-1407.	9.0	62
8	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
9	Are lodging revenue cycles leading indicators for shifts in financial well-being?. <i>Journal of Business Research</i> , 2021, 129, 465-473.	10.2	2
10	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
11	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
12	Novel coronavirus and tourism: coping, recovery, and regeneration issues. <i>Tourism Recreation Research</i> , 2021, 46, 144-147.	4.9	1
13	Fuzzy-set Qualitative Comparative Analysis (fsQCA): Guidelines for research practice in Information Systems and marketing. <i>International Journal of Information Management</i> , 2021, 58, 102310.	17.5	547
14	Transformative service research and COVID-19. <i>Service Industries Journal</i> , 2021, 41, 1-8.	8.3	41
15	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
16	Capturing heterogeneities in orchestrating resources for accurately forecasting high (separately) Tj ETQq0 0 0 rgBT /Overlock 10 Tf 50 1 107556.	8.9	7
17	What type of CSR engagement suits my firm best? Evidence from an abductively-derived typology. <i>Journal of Business Research</i> , 2020, 108, 174-187.	10.2	41
18	Service breakdown prevention. <i>International Journal of Contemporary Hospitality Management</i> , 2020, 32, 889-912.	8.0	6

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19	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
20	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
21	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
22	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
23	Accurate case-outcome modeling in economics, psychology, and marketing. <i>Psychology and Marketing</i> , 2019, 36, 1046-1061.	8.2	37
24	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
25	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
26	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
27	Gifts as conduits in choice overload environments. <i>Psychology and Marketing</i> , 2019, 36, 716-729.	8.2	6
28	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
29	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
30	Consumer Metaphoria: Uncovering the Automaticity of Animal, Product/Brand, and Country Meanings. <i>Australasian Marketing Journal</i> , 2019, 27, 113-125.	5.4	0
31	Who Approves Fraudulence? Configurational Causes of Consumers' Unethical Judgments. <i>Journal of Business Ethics</i> , 2019, 158, 713-726.	6.0	25
32	Customers' Assessments of Retail Traditional Local Markets: Strategy Outcome Performance Screening. , 2019, , 115-183.		0
33	Cultures' Outcomes on Entrepreneurship, Innovation, and National Quality of Life. , 2019, , 185-246.		0
34	Matching Case Identification Hypotheses and Case-Level Data Analysis. , 2019, , 1-24.		0
35	Accurate Outcome Performance Screening in Strategic Management. , 2019, , 57-94.		0
36	Computing with Words in Modeling Firms' Paradoxical Performances. <i>Advances in Business Marketing and Purchasing</i> , 2018, , 155-236.	0.3	1

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37	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
38	Embracing the Paradigm Shift from Variable-Based to Case-Based Modeling. <i>Advances in Business Marketing and Purchasing</i> , 2018, , 1-18.	0.3	3
39	Building Generalizable Case-Based Theory in Human Resources Management. <i>Advances in Business Marketing and Purchasing</i> , 2018, , 85-154.	0.3	1
40	Accurately Predicting Precise Outcomes in Business-to-Business Marketing. <i>Advances in Business Marketing and Purchasing</i> , 2018, , 63-84.	0.3	1
41	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
42	Have your cake and eat it too: Achieving scientific legitimacy. <i>Industrial Marketing Management</i> , 2018, 69, 53-61.	6.7	10
43	Applying complexity theory: A primer for identifying and modeling firm anomalies. <i>Journal of Innovation & Knowledge</i> , 2018, 3, 9-25.	14.0	55
44	Embracing Asymmetric Reality and Displacing Symmetric Theory/Testing. <i>Australasian Marketing Journal</i> , 2018, 26, 315-316.	5.4	2
45	Applying Asymmetric, Case-Based, Forecasting Modeling in Service Research: Cultures™ Consequences on Customers™ Service Gratuities. <i>Australasian Marketing Journal</i> , 2018, 26, 369-381.	5.4	3
46	Online travel survey response rates and researcher ethnicity. <i>International Journal of Tourism Research</i> , 2018, 20, 779-781.	3.7	3
47	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
48	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
49	The Complexity Turn to Modeling Firm Heterogeneity in Corporate Social and Financial Performance. , 2017, , 185-247.		4
50	Illustrating the Power of fsQCA in Explaining Paradoxical Consumer Environmental Orientations. <i>Psychology and Marketing</i> , 2017, 34, 323-334.	8.2	55
51	Culture, religiosity, and economic configural models explaining tipping-behavior prevalence across nations. <i>Tourism Management</i> , 2017, 62, 218-233.	9.8	36
52	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
53	Constructing useful models of firms' heterogeneities in implemented strategies and performance outcomes. <i>Industrial Marketing Management</i> , 2017, 62, 17-35.	6.7	34
54	Learning consumer behavior using marketing anthropology methods. <i>Journal of Business Research</i> , 2017, 74, 110-112.	10.2	5

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55	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
56	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
57	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
58	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
59	Toward a general theory of luxury: Advancing from workbench definitions and theoretical transformations. <i>Journal of Business Research</i> , 2017, 70, 101-107.	10.2	152
60	Embracing the Complexity Turn in Management Research for Modeling Multiple Realities. , 2017, , 1-19.		9
61	The Complexity Turn in Cultures's Consequences on Entrepreneurship, Innovation, and Quality-of-Life. , 2017, , 133-183.		1
62	The Complexity Turn in Behavioral Pricing. , 2017, , 105-132.		0
63	The Complexity Turn in Human Resources Theory and Research. , 2017, , 67-104.		0
64	Performing Triple Sensemaking in Field Experiments. , 2016, , 149-180.		0
65	Moving beyond Multiple Regression Analysis and Symmetric Tests to Algorithms and Asymmetric Tests. , 2016, , 83-111.		1
66	Case-Based Modelling of Business's Business Relationships. , 2016, , 113-148.		1
67	Complexity Theory, Configural Analysis, and Deepening the Service Dominant Logic. , 2016, , 181-243.		1
68	Creating "flipping-the-classroom" cases in training in sensemaking and decision-making in marketing: A Journal of Global Scholars of Marketing Science Special Issue. <i>Journal of Global Scholars of Marketing Science</i> , 2016, 26, 301-303.	2.0	0
69	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
70	Applying configurational theory to build a typology of ethnocentric consumers. <i>International Marketing Review</i> , 2016, 33, 351-375.	3.6	62
71	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
72	Best and Worst Practices in Management Performance Audits: Constructing and Testing an Algorithmic Model. <i>Advances in Business Marketing and Purchasing</i> , 2016, , 19-51.	0.3	2

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73	Making Decisions Well and Badly: How Stakeholders'™ Discussions Influence Individual Executives'™ Decision Confidence and Competence. <i>Advances in Business Marketing and Purchasing</i> , 2016, , 87-116.	0.3	2
74	Moving away from Bad Practices in Research toward Constructing Useful Theory and Doing Useful Research. , 2016, , 1-56.		1
75	AbsolutelyBest ham to Pocatello, Idaho, USA: Arrival delay in customer'™s order. <i>Journal of Global Scholars of Marketing Science</i> , 2016, 26, 337-340.	2.0	0
76	Embrace Complexity Theory, Perform Contrarian Case Analysis, and Model Multiple Realities. , 2016, , 57-81.		5
77	Complexity Theory and Human Resources Management: Transcending Variable and Case-Based Perspectives of Service Employees' (Un)Happiness and Work Performance. , 2016, , 245-292.		0
78	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
79	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
80	Modeling firm heterogeneity in corporate social performance and financial performance. <i>Journal of Business Research</i> , 2016, 69, 3285-3314.	10.2	48
81	Predicting advertising execution effectiveness: scale development and validation. <i>European Journal of Marketing</i> , 2016, 50, 306-311.	2.9	10
82	The good practices manifesto: Overcoming bad practices pervasive in current research in business. <i>Journal of Business Research</i> , 2016, 69, 365-381.	10.2	155
83	Analytics and Findings for Overall Competency. , 2016, , 115-140.		0
84	Incompetency Training: Theory, Practice, and Remedies. , 2016, , 19-47.		0
85	Foundations for Theory and Practice of Competence and Incompetence Training. , 2016, , 1-17.		1
86	Understanding and Modeling Configural Causality. , 2016, , 49-74.		0
87	Laboratory Experiments of Configural Modeling. , 2016, , 75-114.		0
88	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
89	Revisiting Problem Gamblers'™ Harsh Gaze on Casino Services: Applying Complexity Theory to Identify Exceptional Customers. <i>Psychology and Marketing</i> , 2015, 32, 65-77.	8.2	64
90	Consuming Alone: Broadening Putnam's 'œBowling Alone'™ Thesis. <i>Psychology and Marketing</i> , 2015, 32, 967-976.	8.2	16

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91	Deepening Understanding of Certification Adoption and Non-Adoption of International-Supplier Ethical Standards. <i>Journal of Business Ethics</i> , 2015, 132, 105-125.	6.0	36
92	Consumer storytelling of brand archetypal enactments. <i>International Journal of Tourism Anthropology</i> , 2015, 4, 67.	0.4	14
93	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
94	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
95	Constructing Business-to-Business Marketing Models that Overcome the Limitations in Variable-Based and Case-Based Research Paradigms. <i>Journal of Business-to-Business Marketing</i> , 2015, 22, 95-110.	1.5	38
96	The general theory of behavioral pricing: Applying complexity theory to explicate heterogeneity and achieve high-predictive validity. <i>Industrial Marketing Management</i> , 2015, 47, 39-52.	6.7	34
97	Applying complexity theory to solve hospitality contrarian case conundrums. <i>International Journal of Contemporary Hospitality Management</i> , 2015, 27, 608-647.	8.0	76
98	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
99	Advancing paradox resolution theory for interpreting non-profit, commercial, entrepreneurial strategies. <i>Journal of Strategic Marketing</i> , 2015, 23, 3-18.	5.5	6
100	Visualizing...Matching...Generalizing: Case Identification Hypotheses and Case-Level Data Analysis. <i>Australasian Marketing Journal</i> , 2015, 23, 246-258.	5.4	45
101	Iconic studies relevant for research in marketing and theJournal of Global Scholars of Marketing Science. <i>Journal of Global Scholars of Marketing Science</i> , 2015, 25, 259-278.	2.0	5
102	Explaining Seemingly Paradoxical Consumer Experiences: Conjoining Weekly Road Rage and Church Attendance. <i>Journal of Religion and Health</i> , 2015, 54, 93-111.	1.7	2
103	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
104	Applying complexity theory to deepen service dominant logic: Configural analysis of customer experience-and-outcome assessments of professional services for personal transformations. <i>Journal of Business Research</i> , 2014, 67, 1647-1670.	10.2	318
105	Embrace...perform...model: Complexity theory, contrarian case analysis, and multiple realities. <i>Journal of Business Research</i> , 2014, 67, 2495-2503.	10.2	575
106	How Contextual Cues Impact Response and Conversion Rates of Online Surveys. <i>Journal of Travel Research</i> , 2014, 53, 58-68.	9.0	23
107	Primer to Tourists' Perceptions and Assessments Including How-to-build Formal, Implementable, Models of the Tourist Gaze. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2014, , 1-22.	0.3	0
108	A Primer to the General Theory of Behavioral Strategies in Business-to-Business Marketing. <i>Advances in Business Marketing and Purchasing</i> , 2014, , 147-166.	0.3	1

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109	Configural Modeling of Country-Collectors Motives, Behavior, and Assessments of Strengths of National-Place Brands. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2014, , 97-133.	0.3	3
110	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
111	Corporate brandâ€rapture theory: antecedents, processes, and consequences. <i>Marketing Intelligence and Planning</i> , 2013, 31, 472-488.	3.5	7
112	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
113	Critical Tests of Multiple Theories of Culturesâ€™ Consequences. <i>Journal of Travel Research</i> , 2013, 52, 679-704.	9.0	93
114	Animals, archetypes, and advertising (A³): The theory and the practice of customer brand symbolism. <i>Journal of Marketing Management</i> , 2013, 29, 5-25.	2.3	37
115	Cultural Diversity and Marketing Transactions: Are Market Integration, Large Community Size, and World Religions Necessary for Fairness in Ephemeral Exchanges?. <i>Psychology and Marketing</i> , 2013, 30, 263-276.	8.2	156
116	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
117	Problem Gamblersâ€™ Harsh Gaze on Casino Services. <i>Psychology and Marketing</i> , 2013, 30, 1108-1123.	8.2	31
118	Fashion shopping from a VNA perspective: telling the untold story. <i>Journal of Global Fashion Marketing</i> , 2013, 4, 67-73.	3.7	2
119	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
120	Lagged impacts of reforms of government regulations of business on nationsâ€™ gross domestic product. <i>Corporate Board</i> , 2013, 9, 40-53.	0.4	1
121	Structure and process modeling of seemingly unstructured leisureâ€travel decisions and behavior. <i>International Journal of Contemporary Hospitality Management</i> , 2012, 24, 855-872.	8.0	30
122	Economic Psychology and Fashion Marketing Theory Appraising Veblenâ€™s Theory of Conspicuous Consumption. <i>Journal of Global Fashion Marketing</i> , 2012, 3, 55-60.	3.7	26
123	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
124	Configural analysis of the drinking man: Fuzzy-set qualitative comparative analyses. <i>Addictive Behaviors</i> , 2012, 37, 541-543.	3.0	181
125	Conversations with(in) the collective unconscious by consumers, brands, and relevant others. <i>Journal of Business Research</i> , 2012, 65, 594-602.	10.2	35
126	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

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127	Incompetency training: Theory, practice, and remedies. <i>Journal of Business Research</i> , 2012, 65, 279-293.	10.2	30
128	The High Stakes of Sweepstakes. <i>Journal of Advertising Research</i> , 2012, 52, 167-179.	2.1	8
129	Epiphany Travel and Assisted-Subjective Personal Introspection. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2012, , 259-273.	0.3	5
130	Consumer Evaluations of Competing Brands: Perceptual versus Predictive Validity. <i>Psychology and Marketing</i> , 2012, 29, 458-466.	8.2	18
131	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
132	Causal Recipes Sufficient for Identifying Market Gurus versus Mavens. , 2012, , 312-331.		3
133	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
134	Tourism 's destination dominance and marketing website usefulness. <i>International Journal of Contemporary Hospitality Management</i> , 2011, 23, 552-564.	8.0	42
135	General theory of cultures' consequences on international tourism behavior. <i>Journal of Business Research</i> , 2011, 64, 785-799.	10.2	170
136	Customer experiences with brands: Literature review and research directions. <i>The Marketing Review</i> , 2011, 11, 205-225.	0.1	51
137	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
138	Unconscious thinking, feeling and behavior toward products and brands: Introduction to a <i>Journal of Brand Management</i> special issue. <i>Journal of Brand Management</i> , 2011, 18, 451-456.	3.5	3
139	Brand "consumer storytelling theory and research: Introduction to a <i>Psychology & Marketing</i> special issue. <i>Psychology and Marketing</i> , 2010, 27, 531-540.	8.2	208
140	Creating visual narrative art for decoding stories that consumers and brands tell. <i>Psychology and Marketing</i> , 2010, 27, 603-622.	8.2	59
141	Advancing consumer behaviour theory in tourism via visual narrative art. <i>International Journal of Tourism Research</i> , 2010, 12, 418-431.	3.7	32
142	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
143	Bridging the chasm between survey and case study research: Research methods for achieving generalization, accuracy, and complexity. <i>Industrial Marketing Management</i> , 2010, 39, 64-75.	6.7	135
144	Key Success and Failure Paths in Fashion Marketing Strategies. <i>Journal of Global Fashion Marketing</i> , 2010, 1, 1-8.	3.7	9

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145	Tourism advertising and marketing performance metrics. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2010, , 1-14.	0.3	3
146	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
147	Applying Systems Thinking to Sustainable Golf Tourism. <i>Journal of Travel Research</i> , 2009, 48, 205-215.	9.0	25
148	Decision system analysis of advertising agency decisions. <i>Qualitative Market Research</i> , 2009, 12, 153-170.	1.5	13
149	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
150	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
151	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
152	Travel Storytelling Theory and Practice. <i>Anatolia</i> , 2009, 20, 86-99.	2.4	30
153	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
154	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
155	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
156	When consumers and brands talk: Storytelling theory and research in psychology and marketing. <i>Psychology and Marketing</i> , 2008, 25, 97-145.	8.2	424
157	Dochakuka. <i>Journal of Global Marketing</i> , 2008, 21, 19-32.	3.4	4
158	Animal companions, consumption experiences, and the marketing of pets: Transcending boundaries in the animalâ€“human distinction. <i>Journal of Business Research</i> , 2008, 61, 377-381.	10.2	41
159	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
160	GROUNDING THEORY OF INTERNATIONAL TOURISM BEHAVIOR. <i>Journal of Travel and Tourism Marketing</i> , 2008, 24, 245-258.	7.0	44
161	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
162	Commentary on "The Essence of Business Marketing Theory, Research and Tactics: Contributions by the Journal of Business-to-Business Marketing," by Lichtenhal, Mummalaneni, and Wilson. <i>Journal of Business-to-Business Marketing</i> , 2008, 15, 218-233.	1.5	4

#	ARTICLE	IF	CITATIONS
163	Capturing and (re)interpreting complexity in multi-firm disruptive product innovations. <i>Journal of Business and Industrial Marketing</i> , 2008, 24, 61-76.	3.0	10
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