

Jodie Conduit

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7049100/publications.pdf>

Version: 2024-02-01

44
papers

2,472
citations

361413

20
h-index

265206

42
g-index

47
all docs

47
docs citations

47
times ranked

1765
citing authors

#	ARTICLE	IF	CITATIONS
1	Social media engagement behaviour: a uses and gratifications perspective. <i>Journal of Strategic Marketing</i> , 2016, 24, 261-277.	5.5	375
2	How critical is internal customer orientation to market orientation?. <i>Journal of Business Research</i> , 2001, 51, 11-24.	10.2	301
3	Social media engagement behavior. <i>European Journal of Marketing</i> , 2019, 53, 2213-2243.	2.9	228
4	Actor Engagement in Networks: Defining the Conceptual Domain. <i>Journal of Service Research</i> , 2019, 22, 173-188.	12.2	207
5	Engagement valence duality and spillover effects in online brand communities. <i>Journal of Service Theory and Practice</i> , 2017, 27, 877-897.	3.2	149
6	Strategic drivers, anticipated and unanticipated outcomes of customer engagement. <i>Journal of Marketing Management</i> , 2016, 32, 393-398.	2.3	127
7	The Impact of Corporate Volunteering on CSR Image: A Consumer Perspective. <i>Journal of Business Ethics</i> , 2015, 127, 643-659.	6.0	113
8	Reputation in higher education: A fuzzy set analysis of resource configurations. <i>Journal of Business Research</i> , 2016, 69, 3087-3095.	10.2	86
9	Hedonic and eudaimonic well-being outcomes from co-creation roles: a study of vulnerable customers. <i>Journal of Services Marketing</i> , 2017, 31, 397-411.	3.0	83
10	Organisational Capabilities for Customer Participation in Health Care Service Innovation. <i>Australasian Marketing Journal</i> , 2014, 22, 179-188.	5.4	71
11	Collective engagement in organizational settings. <i>Industrial Marketing Management</i> , 2019, 80, 11-23.	6.7	62
12	Epilogue to the Special Issue and reflections on the future of engagement research. <i>Journal of Marketing Management</i> , 2016, 32, 586-594.	2.3	54
13	Social media: communication strategies, engagement and future research directions. <i>International Journal of Wine Business Research</i> , 2017, 29, 2-19.	2.0	54
14	Co-creating value in online innovation communities. <i>European Journal of Marketing</i> , 2019, 53, 1205-1233.	2.9	51
15	Cocreation Culture in Health Care Organizations. <i>Journal of Service Research</i> , 2016, 19, 438-457.	12.2	49
16	Engaging in times of COVID-19 and beyond: theorizing customer engagement through different paradigmatic lenses. <i>Journal of Service Management</i> , 2020, 31, 1163-1174.	7.2	46
17	Standardisation, centralisation and marketing in multinational companies. <i>International Business Review</i> , 1996, 5, 395-421.	4.8	41
18	Market shaping dynamics: interplay of actor engagement and institutional work. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1425-1439.	3.0	35

#	ARTICLE	IF	CITATIONS
19	Market Intelligence Dissemination Practices. <i>Journal of Marketing</i> , 2019, 83, 72-90.	11.3	27
20	Market orientation and marketing in nonprofit organizations. Indications for fundraising from Victoria. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2011, 16, 84-98.	0.8	23
21	Engagement within a service system: a fuzzy set analysis in a higher education setting. <i>Journal of Service Management</i> , 2018, 29, 422-442.	7.2	22
22	Balancing the act: the implications of jointly pursuing internal customer orientation and external customer orientation. <i>Journal of Marketing Management</i> , 2014, 30, 1320-1352.	2.3	20
23	Keeping the faith! Drivers of participation in spiritually-based communities. <i>Journal of Business Research</i> , 2014, 67, 68-75.	10.2	20
24	Transcending and bridging co-creation and engagement: conceptual and empirical insights. <i>Journal of Service Theory and Practice</i> , 2017, 27, 714-720.	3.2	19
25	The Mediating Role of Brand Knowledge on Employees' Brand Citizenship Behaviour: Does Organizational Tenure Matter?. <i>Australasian Marketing Journal</i> , 2019, 27, 169-178.	5.4	18
26	Student Engagement: A Multiple Layer Phenomenon. , 2016, , 229-245.		18
27	Customer Engagement in Sport: An Updated Review and Research Agenda. <i>Journal of Sport Management</i> , 2022, 36, 289-304.	1.4	17
28	Engagement in online communities: implications for consumer price perceptions. <i>Journal of Strategic Marketing</i> , 2016, 24, 241-260.	5.5	16
29	Social Brand Engagement: How Orientation Events Engage Students with the University. <i>Australasian Marketing Journal</i> , 2018, 26, 83-91.	5.4	15
30	(Re)Gaining Our Voice: Future of Marketing in Australasia. <i>Australasian Marketing Journal</i> , 2022, 30, 168-177.	5.4	14
31	Engagement-driven institutionalization in market shaping: Synchronizing and stabilizing collective engagement. <i>Industrial Marketing Management</i> , 2021, 99, 69-78.	6.7	13
32	Branded marketing events: engaging Australian and French wine consumers. <i>Journal of Service Theory and Practice</i> , 2017, 27, 336-357.	3.2	12
33	Volunteer engagement: conceptual extensions and value-in-context outcomes. <i>Journal of Service Theory and Practice</i> , 2019, 29, 462-487.	3.2	11
34	Customer engagement with service providers: an empirical investigation of customer engagement dispositions. <i>European Journal of Marketing</i> , 2022, 56, 1926-1955.	2.9	9
35	Collective empowerment in online communities: conceptualization, scale refinement, and validation. <i>Journal of Marketing Theory and Practice</i> , 2020, 28, 301-317.	4.3	8
36	Driving enrolment intention through social media engagement: a study of Vietnamese prospective students. <i>Higher Education Research and Development</i> , 2021, 40, 1040-1055.	2.9	6

#	ARTICLE	IF	CITATIONS
37	Tracking the Evolution of Engagement Research: Illustration of Midrange Theory in the Service-Dominant Paradigm. , 2018, , 580-598.		6
38	How much is enough? The role of effort in market shaping. Journal of Business and Industrial Marketing, 2020, 35, 1441-1451.	3.0	5
39	Branded Marketing Events: A Proposed "Experiential Needs-Based" Conceptual Framework. Event Management, 2015, 19, 381-390.	1.1	4
40	Initiating actor engagement with novel products. Marketing Theory, 2020, 20, 299-319.	3.1	3
41	Facilitating student interaction capabilities: the interplay of individual, group, and course-related factors. Journal of Strategic Marketing, 2017, 25, 114-127.	5.5	2
42	The past and future of marketing theory and practice: a tribute to the 50th anniversary of the Academy of Marketing Science. AMS Review, 2021, 11, 390-394.	2.5	2
43	Size and marketing centralization in multinational companies. Journal of Market-Focused Management, 1996, 1, 231.	0.3	1
44	'First things first': The AMS Review " Sheth Foundation 2020 annual doctoral competition for conceptual articles. AMS Review, 2020, 10, 6-7.	2.5	1