Jodie Conduit

List of Publications by Year
in descending order

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	(Re)Gaining Our Voice: Future of Marketing in Australasia. Australasian Marketing Journal, 2022, 30, 168-177.	5.4	14
2	Customer Engagement in Sport: An Updated Review and Research Agenda. Journal of Sport Management, 2022, 36, 289-304.	1.4	17
3	Customer engagement with service providers: an empirical investigation of customer engagement dispositions. European Journal of Marketing, 2022, 56, 1926-1955.	2.9	9
4	Driving enrolment intention through social media engagement: a study of Vietnamese prospective students. Higher Education Research and Development, 2021, 40, 1040-1055.	2.9	6
5	Engagement-driven institutionalization in market shaping: Synchronizing and stabilizing collective engagement. Industrial Marketing Management, 2021, 99, 69-78.	6.7	13
6	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
7	Initiating actor engagement with novel products. Marketing Theory, 2020, 20, 299-319.	3.1	3
8	Market shaping dynamics: interplay of actor engagement and institutional work. Journal of Business and Industrial Marketing, 2020, 35, 1425-1439.	3.0	35
9	Engaging in times of COVID-19 and beyond: theorizing customer engagement through different paradigmatic lenses. Journal of Service Management, 2020, 31, 1163-1174.	7.2	46
10	How much is enough? The role of effort in market shaping. Journal of Business and Industrial Marketing, 2020, 35, 1441-1451.	3.0	5
11	Collective empowerment in online communities: conceptualization, scale refinement, and validation. Journal of Marketing Theory and Practice, 2020, 28, 301-317.	4.3	8
12	'First things first':ÂTheÂAMS Review â€" Sheth Foundation 2020 annual doctoral competition for conceptual articles. AMS Review, 2020, 10, 6-7.	2.5	1
13	Co-creating value in online innovation communities. European Journal of Marketing, 2019, 53, 1205-1233.	2.9	51
14	The Mediating Role of Brand Knowledge on Employeesâ€™ Brand Citizenship Behaviour: Does Organizational Tenure Matter?. Australasian Marketing Journal, 2019, 27, 169-178.	5.4	18
15	Collective engagement in organizational settings. Industrial Marketing Management, 2019, 80, 11-23.	6.7	62
16	Social media engagement behavior. European Journal of Marketing, 2019, 53, 2213-2243.	2.9	228
17	Market Intelligence Dissemination Practices. Journal of Marketing, 2019, 83, 72-90.	11.3	27
18	Actor Engagement in Networks: Defining the Conceptual Domain. Journal of Service Research, 2019, 22, 173-188.	12.2	207

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19	Volunteer engagement: conceptual extensions and value-in-context outcomes. Journal of Service Theory and Practice, 2019, 29, 462-487.	3.2	11
20	Engagement within a service system: a fuzzy set analysis in a higher education setting. Journal of Service Management, 2018, 29, 422-442.	7.2	22
21	Social Brand Engagement: How Orientation Events Engage Students with the University. Australasian Marketing Journal, 2018, 26, 83-91.	5.4	15
22	Tracking the Evolution of Engagement Research: Illustration of Midrange Theory in the Service-Dominant Paradigm. , 2018, , 580-598.		6
23	Facilitating student interaction capabilities: the interplay of individual, group, and course-related factors. Journal of Strategic Marketing, 2017, 25, 114-127.	5.5	2
24	Branded marketing events: engaging Australian and French wine consumers. Journal of Service Theory and Practice, 2017, 27, 336-357.	3.2	12
25	Social media: communication strategies, engagement and future research directions. International Journal of Wine Business Research, 2017, 29, 2-19.	2.0	54
26	Engagement valence duality and spillover effects in online brand communities. Journal of Service Theory and Practice, 2017, 27, 877-897.	3.2	149
27	Transcending and bridging co-creation and engagement: conceptual and empirical insights. Journal of Service Theory and Practice, 2017, 27, 714-720.	3.2	19
28	Hedonic and eudaimonic well-being outcomes from co-creation roles: a study of vulnerable customers. Journal of Services Marketing, 2017, 31, 397-411.	3.0	83
29	Epilogue to the Special Issue and reflections on the future of engagement research. Journal of Marketing Management, 2016, 32, 586-594.	2.3	54
30	Strategic drivers, anticipated and unanticipated outcomes of customer engagement. Journal of Marketing Management, 2016, 32, 393-398.	2.3	127
31	Cocreation Culture in Health Care Organizations. Journal of Service Research, 2016, 19, 438-457.	12.2	49
32	Reputation in higher education: A fuzzy set analysis of resource configurations. Journal of Business Research, 2016, 69, 3087-3095.	10.2	86
33	Social media engagement behaviour: a uses and gratifications perspective. Journal of Strategic Marketing, 2016, 24, 261-277.	5.5	375
34	Engagement in online communities: implications for consumer price perceptions. Journal of Strategic Marketing, 2016, 24, 241-260.	5.5	16
35	Student Engagement: A Multiple Layer Phenomenon. , 2016, , 229-245.		18
36	Branded Marketing Events: A Proposed â€œExperiential Needs-Basedâ€•Conceptual Framework. Event Management, 2015, 19, 381-390.	1.1	4

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37	The Impact of Corporate Volunteering on CSR Image: A Consumer Perspective. Journal of Business Ethics, 2015, 127, 643-659.	6.0	113
38	Balancing the act: the implications of jointly pursuing internal customer orientation and external customer orientation. Journal of Marketing Management, 2014, 30, 1320-1352.	2.3	20
39	Organisational Capabilities for Customer Participation in Health Care Service Innovation. Australasian Marketing Journal, 2014, 22, 179-188.	5.4	71
40	Keeping the faith! Drivers of participation in spiritually-based communities. Journal of Business Research, 2014, 67, 68-75.	10.2	20
41	Market orientation and marketing in nonprofit organizations. Indications for fundraising from Victoria. International Journal of Nonprofit and Voluntary Sector Marketing, 2011, 16, 84-98.	0.8	23
42	How critical is internal customer orientation to market orientation?. Journal of Business Research, 2001, 51, 11-24.	10.2	301
43	Standardisation, centralisation and marketing in multinational companies. International Business Review, 1996, 5, 395-421.	4.8	41
44	Size and marketing centralization in multinational companies. Journal of Market-Focused Management, 1996, 1, 231.	0.3	1