

# Roderick J Brodie

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8647942/publications.pdf>

Version: 2024-02-01

116  
papers

13,575  
citations

47006

47  
h-index

22832

112  
g-index

125  
all docs

125  
docs citations

125  
times ranked

5967  
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer Engagement. <i>Journal of Service Research</i> , 2011, 14, 252-271.	12.2	2,354
2	Consumer engagement in a virtual brand community: An exploratory analysis. <i>Journal of Business Research</i> , 2013, 66, 105-114.	10.2	2,069
3	Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. <i>Journal of Interactive Marketing</i> , 2014, 28, 149-165.	6.2	1,822
4	The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. <i>Industrial Marketing Management</i> , 2007, 36, 230-240.	6.7	576
5	Actor engagement as a microfoundation for value co-creation. <i>Journal of Business Research</i> , 2016, 69, 3008-3017.	10.2	517
6	How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. <i>Journal of Marketing</i> , 2002, 66, 33-46.	11.3	382
7	Investigating the service brand: A customer value perspective. <i>Journal of Business Research</i> , 2009, 62, 345-355.	10.2	325
8	Towards a paradigm shift in marketing? An examination of current marketing practices. <i>Journal of Marketing Management</i> , 1997, 13, 383-406.	2.3	251
9	Understanding contemporary marketing: Development of a classification scheme. <i>Journal of Marketing Management</i> , 1997, 13, 501-522.	2.3	228
10	An investigation of marketing practice by firm size. <i>Journal of Business Venturing</i> , 2000, 15, 523-545.	6.3	220
11	Beyond virtuality: from engagement platforms to engagement ecosystems. <i>Managing Service Quality</i> , 2014, 24, 592-611.	2.4	214
12	Actor Engagement in Networks: Defining the Conceptual Domain. <i>Journal of Service Research</i> , 2019, 22, 173-188.	12.2	207
13	The influence of involvement on purchase intention for new world wine. <i>Food Quality and Preference</i> , 2007, 18, 1033-1049.	4.6	193
14	Engagement platforms in the sharing economy. <i>Journal of Service Theory and Practice</i> , 2017, 27, 761-777.	3.2	184
15	The service brand and the service-dominant logic: missing fundamental premise or the need for stronger theory?. <i>Marketing Theory</i> , 2006, 6, 363-379.	3.1	170
16	Resource integration. <i>Marketing Theory</i> , 2012, 12, 201-205.	3.1	149
17	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
18	Consumer evaluations of brand extensions: Further empirical results. <i>International Journal of Research in Marketing</i> , 1993, 10, 47-53.	4.2	132

#	ARTICLE	IF	CITATIONS
19	Strategic drivers, anticipated and unanticipated outcomes of customer engagement. <i>Journal of Marketing Management</i> , 2016, 32, 393-398.	2.3	127
20	Theorizing about resource integration through service-dominant logic. <i>Marketing Theory</i> , 2014, 14, 249-268.	3.1	108
21	Equity in corporate co-branding. <i>European Journal of Marketing</i> , 2003, 37, 1080-1094.	2.9	107
22	Effects of portfolio planning methods on decision making: Experimental results. <i>International Journal of Research in Marketing</i> , 1994, 11, 73-84.	4.2	104
23	Contemporary marketing practices of consumer and business-to-business firms: how different are they?. <i>Journal of Business and Industrial Marketing</i> , 2001, 16, 382-400.	3.0	104
24	Hypotheses in Marketing Science: Literature Review and Publication Audit. <i>Marketing Letters</i> , 2001, 12, 171-187.	2.9	102
25	Retail Service Branding in Electronic-Commerce Environments. <i>Journal of Service Research</i> , 2000, 3, 178-186.	12.2	100
26	Impact of Service Failure: The Protective Layer of Customer Relationships. <i>Journal of Service Research</i> , 2010, 13, 216-229.	12.2	94
27	Response: Advancing and Consolidating Knowledge About Customer Engagement. <i>Journal of Service Research</i> , 2011, 14, 283-284.	12.2	88
28	A systemic logic for platform business models. <i>Journal of Service Management</i> , 2018, 29, 546-568.	7.2	82
29	Dynamics and drivers of customer engagement: within the dyad and beyond. <i>Journal of Service Management</i> , 2018, 29, 443-467.	7.2	81
30	Markets changing, changing markets: Institutional work as market shaping. <i>Marketing Theory</i> , 2019, 19, 301-328.	3.1	77
31	Attraction versus Linear and Multiplicative Market Share Models: An Empirical Evaluation. <i>Journal of Marketing Research</i> , 1984, 21, 194-201.	4.8	73
32	Theorizing with managers: how to achieve both academic rigor and practical relevance?. <i>European Journal of Marketing</i> , 2017, 51, 1130-1152.	2.9	68
33	Attraction versus Linear and Multiplicative Market Share Models: An Empirical Evaluation. <i>Journal of Marketing Research</i> , 1984, 21, 194.	4.8	66
34	Dynamic multi-actor engagement in networks: the case of United Breaks Guitars. <i>Journal of Service Theory and Practice</i> , 2017, 27, 738-760.	3.2	65
35	How advertising slogans can prime evaluations of brand extensions: further empirical results. <i>Journal of Product and Brand Management</i> , 1998, 7, 497-508.	4.3	61
36	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

#	ARTICLE	IF	CITATIONS
37	The plurality of co-existing business models: Investigating the complexity of value drivers. <i>Industrial Marketing Management</i> , 2013, 42, 717-729.	6.7	59
38	Branding as a dynamic capability. <i>Marketing Theory</i> , 2017, 17, 183-199.	3.1	59
39	A comparison of the short term forecasting accuracy of econometric and naive extrapolation models of market share. <i>International Journal of Forecasting</i> , 1987, 3, 423-437.	6.5	58
40	Evolution of service-dominant logic: Towards a paradigm and metatheory of the market and value cocreation?. <i>Industrial Marketing Management</i> , 2019, 79, 3-12.	6.7	58
41	Forecasting methods for marketing. <i>International Journal of Forecasting</i> , 1987, 3, 355-376.	6.5	57
42	Wine purchase decisions and consumption behaviours: Insights from a probability sample drawn in Auckland, New Zealand. <i>Food Quality and Preference</i> , 2009, 20, 312-319.	4.6	57
43	Pluralism in contemporary marketing practices. <i>International Journal of Bank Marketing</i> , 2000, 18, 294-308.	6.4	56
44	Sources of brand benefits in manufacturerâ€reseller B2B relationships. <i>Journal of Business and Industrial Marketing</i> , 2007, 22, 400-409.	3.0	56
45	From transaction to relationship marketing: an investigation of managerial perceptions and practices. <i>Journal of Strategic Marketing</i> , 1998, 6, 171-186.	5.5	48
46	Integrating Transactional and Relational Marketing Exchange: A Pluralistic Perspective. <i>Journal of Marketing Theory and Practice</i> , 2000, 8, 11-20.	4.3	47
47	Towards a Theory of Marketplace Equity. <i>Marketing Theory</i> , 2002, 2, 5-28.	3.1	46
48	Relationship marketing in electronic commerce environments. <i>Journal of Information Technology</i> , 1999, 14, 319-331.	3.9	45
49	Wine service marketing, value coâ€creation and involvement: research issues. <i>International Journal of Wine Business Research</i> , 2009, 21, 339-353.	2.0	45
50	Country of origin branding: an integrative perspective. <i>Journal of Product and Brand Management</i> , 2016, 25, 322-336.	4.3	40
51	Coronavirus crisis and health care: learning from a service ecosystem perspective. <i>Journal of Service Theory and Practice</i> , 2021, 31, 225-246.	3.2	39
52	Impact of Cigarette Advertising on Aggregate Demand for Cigarettes in New Zealand. <i>Addiction</i> , 1988, 83, 409-414.	3.3	36
53	Actor engagement valence. <i>Journal of Service Management</i> , 2018, 29, 491-516.	7.2	35
54	Consumption decisions made in restaurants: The case of wine selection. <i>Food Quality and Preference</i> , 2010, 21, 439-442.	4.6	33

#	ARTICLE	IF	CITATIONS
55	Assessing the Role of e-Marketing in Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2003, 19, 857-881.	2.3	32
56	Exploring dualities of service innovation: implications for service research. <i>Journal of Services Marketing</i> , 2015, 29, 436-441.	3.0	32
57	Benchmarking business-to-business marketing practices in emerging and developed economies: Argentina compared to the USA and New Zealand. <i>Journal of Business and Industrial Marketing</i> , 2004, 19, 386-396.	3.0	31
58	Future scenarios of the collaborative economy. <i>Journal of Service Management</i> , 2018, 29, 859-882.	7.2	30
59	Do managers overreact to each others' promotional activity? Further empirical evidence. <i>International Journal of Research in Marketing</i> , 1996, 13, 379-387.	4.2	29
60	Enhancing theory development in the domain of relationship marketing: how to avoid the danger of getting stuck in the middle. <i>Journal of Services Marketing</i> , 2017, 31, 20-23.	3.0	29
61	New directions for service research: refreshing the process of theorizing to increase contribution. <i>Journal of Services Marketing</i> , 2020, 34, 415-428.	3.0	28
62	Transforming a Public Service Organization from inside Out to Outside in. <i>Journal of Service Research</i> , 2001, 4, 50-59.	12.2	26
63	Understanding the Characteristics of Price Elasticities for Frequently Purchased Packaged Goods. <i>Journal of Marketing Management</i> , 2000, 16, 917-936.	2.3	25
64	Profiling Marketing Practice in an Emerging Economy. <i>Journal of Global Marketing</i> , 2004, 17, 67-91.	3.4	25
65	How to undertake great cross-disciplinary research. <i>Industrial Marketing Management</i> , 2020, 90, A1-A5.	6.7	24
66	The importance of brand-specific associations in brand extension: further empirical results. <i>Journal of Product and Brand Management</i> , 1998, 7, 509-518.	4.3	23
67	The benefits of manufacturer brands to retailers. <i>European Journal of Marketing</i> , 2012, 46, 1127-1149.	2.9	22
68	Enhancing theory development in service research. <i>Journal of Service Management</i> , 2016, 27, 2-8.	7.2	20
69	Non-monetary social and network value: understanding the effects of non-paying customers in new media. <i>Journal of Strategic Marketing</i> , 2016, 24, 169-174.	5.5	20
70	Forecasting competitors' actions. <i>International Journal of Forecasting</i> , 1990, 6, 75-88.	6.5	18
71	Theorizing with managers to bridge the theory-praxis gap. <i>European Journal of Marketing</i> , 2017, 51, 1173-1177.	2.9	17
72	Image, brand relationships and customer value. <i>Journal of Service Theory and Practice</i> , 2015, 25, 51-74.	3.2	16

#	ARTICLE	IF	CITATIONS
73	Counterfeiting: conceptual issues and implications for branding. <i>Journal of Product and Brand Management</i> , 2019, 28, 707-719.	4.3	14
74	Testing acceptance of a new industrial service. <i>Industrial Marketing Management</i> , 1988, 17, 65-71.	6.7	13
75	Certification and authentication of brand value propositions. <i>Journal of Brand Management</i> , 2016, 23, 716-731.	3.5	13
76	The Influence of Advertising on Tobacco Consumption: a reply to Jackson & Ekelund. <i>Addiction</i> , 1989, 84, 1251-1254.	3.3	12
77	Relationship Marketing in Electronic Commerce Environments. <i>Journal of Information Technology</i> , 1999, 14, 319-331.	3.9	12
78	Researching the Service Dominant Logic " Normative Perspective versus Practice. <i>Australasian Marketing Journal</i> , 2007, 15, 76-83.	5.4	12
79	Commentary on "Working consumers: Co-creation of brand identity, consumer identity, and brand community identity", <i>Journal of Business Research</i> , 2017, 70, 430-431.	10.2	12
80	Predictive accuracy of simple versus complex econometric market share models. <i>International Journal of Forecasting</i> , 1992, 8, 613-626.	6.5	10
81	Conditions when market share models are useful for forecasting: further empirical results. <i>International Journal of Forecasting</i> , 1994, 10, 277-285.	6.5	10
82	Buyer-Seller Relationships: Australasian Research and Reflections. <i>Journal of Customer Behavior</i> , 2005, 4, 127-146.	0.0	10
83	Building models for marketing decisions:. <i>International Journal of Research in Marketing</i> , 2000, 17, 135-139.	4.2	9
84	How to get great research cited. <i>Industrial Marketing Management</i> , 2020, 89, A1-A7.	6.7	9
85	Advertising-versus-marketing mix carryover effects: An empirical evaluation. <i>Journal of Business Research</i> , 1987, 15, 269-287.	10.2	8
86	Assessing the Role of e-Marketing in Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2003, 19, 857-881.	2.3	8
87	Portfolio planning methods: Faulty approach or faulty research?. <i>International Journal of Research in Marketing</i> , 1994, 11, 91-93.	4.2	7
88	Econometric Models for Forecasting Market Share. <i>Profiles in Operations Research</i> , 2001, , 597-611.	0.4	7
89	The Influence of Advertising on Tobacco Consumption: a reply to Boddewyn. <i>Addiction</i> , 1989, 84, 1263-1265.	3.3	6
90	Increasing the Relevance and Productivity of Academic Research in Marketing in Australia and New Zealand. <i>Australasian Marketing Journal</i> , 2000, 8, 81-85.	5.4	6

#	ARTICLE	IF	CITATIONS
91	Advancing understanding: the contribution of multi-method action research-based approaches to knowledge creation. <i>International Journal of Learning and Change</i> , 2006, 1, 217.	0.3	6
92	Introduction to the Special Section "œœs Marketing Academia Losing Its Way? Perspectives from outside the US". <i>Australasian Marketing Journal</i> , 2010, 18, 159-160.	5.4	6
93	Broadening brand engagement within the service-centric perspective. <i>Journal of Service Theory and Practice</i> , 2017, 27, 317-335.	3.2	6
94	Customer engagement: Developing an innovative research that has scholarly impact. <i>Journal of Global Scholars of Marketing Science</i> , 2018, 28, 291-303.	2.0	6
95	Trajectories of influential conceptual articles in service research. <i>Journal of Service Management</i> , 2021, ahead-of-print, .	7.2	6
96	Measuring Channel Sensitivities to New Industrial Service Designs: Managerial Implications. <i>European Journal of Marketing</i> , 1989, 23, 50-59.	2.9	5
97	Collaborative theorising about markets and marketing and service-dominant logic. <i>Marketing Theory</i> , 2014, 14, 231-237.	3.1	5
98	Navigating the emergence of brand meaning in service ecosystems. <i>Journal of Service Management</i> , 2022, 33, 465-484.	7.2	5
99	Reply to the commentary. <i>International Journal of Forecasting</i> , 1987, 3, 461-462.	6.5	4
100	Forecasting criminal sentencing decisions. <i>International Journal of Forecasting</i> , 1993, 9, 49-60.	6.5	4
101	The Challenge to include Relational Concepts. <i>Marketing Theory</i> , 2002, 2, 339-343.	3.1	4
102	Academic Interface with Marketing Practice: Leading and following and Not Losing the Way?. <i>Australasian Marketing Journal</i> , 2010, 18, 177-178.	5.4	3
103	Vernetztes Branding: Ein Konzept zur Markenpolitik aus der Perspektive der Service Dominant Logic. <i>Springer Reference Wirtschaft</i> , 2019, , 121-139.	0.1	3
104	12 The Role of Engagement Platforms in Innovation Ecosystems. , 2020, , 129-140.		2
105	A Negative Actor Engagement Scale for Online Knowledge-Sharing Platforms. <i>Australasian Marketing Journal</i> , 2023, 31, 36-48.	5.4	2
106	Brand Equity and the Value of Marketing Assets*. , 0, , 379-396.		2
107	Practice Perspective of the Marketing Organisation. , 0, , 365-378.		2
108	Research performance of Australian and New Zealand marketing academics: Achieving rigor and relevance. <i>Australasian Marketing Journal</i> , 2022, 30, 273-277.	5.4	2

#	ARTICLE	IF	CITATIONS
109	Segmentation and market structure when both consumer and situational characteristics are explanatory. <i>Psychology and Marketing</i> , 1992, 9, 395-408.	8.2	1
110	No One Measure Fits All: Towards a Meaningful Portfolio of Research Performance Measures. <i>Australasian Marketing Journal</i> , 2015, 23, 165-166.	5.4	1
111	The forecasting accuracy of market share models using predicted values of competitive marketing behavior. <i>International Journal of Forecasting</i> , 1991, 7, 117-118.	6.5	0
112	Marketing Planning and Performance:. <i>Journal of Global Marketing</i> , 1991, 4, 49-68.	3.4	0
113	Forum for markets and marketing as a context for collaborative theorizing. <i>Marketing Theory</i> , 2016, 16, 257-260.	3.1	0
114	Brand Asset Management: Driving Profitable Growth Through Your Brands. <i>Journal of Services Marketing</i> , 2001, 15, 160-161.	3.0	0
115	The Relevance of the Business-to-Business/Consumer Dichotomy in Contemporary Marketing: A Cross-National Investigation. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 209-209.	0.2	0
116	Vernetztes Branding: Ein Konzept zur Markenpolitik aus der Perspektive der Service Dominant Logic. , 2017, , 1-19.		0