

# Roderick J Brodie

## List of Publications by Year in descending order

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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  | A Negative Actor Engagement Scale for Online Knowledge-Sharing Platforms. Australasian Marketing Journal, 2023, 31, 36-48.                                   | 5.4  | 2         |
| 2  | Navigating the emergence of brand meaning in service ecosystems. Journal of Service Management, 2022, 33, 465-484.   | 7.2  | 5         |
| 3  | Research performance of Australian and New Zealand marketing academics: Achieving rigor and relevance. Australasian Marketing Journal, 2022, 30, 273-277.    | 5.4  | 2         |
| 4  | Coronavirus crisis and health care: learning from a service ecosystem perspective. Journal of Service Theory and Practice, 2021, 31, 225-246.                | 3.2  | 39        |
| 5  | Trajectories of influential conceptual articles in service research. Journal of Service Management, 2021, ahead-of-print, .                                  | 7.2  | 6         |
| 6  | New directions for service research: refreshing the process of theorizing to increase contribution. Journal of Services Marketing, 2020, 34, 415-428.        | 3.0  | 28        |
| 7  | 12 The Role of Engagement Platforms in Innovation Ecosystems. , 2020, , 129-140.   |      | 2         |
| 8  | How to get great research cited. Industrial Marketing Management, 2020, 89, A1-A7.   | 6.7  | 9         |
| 9  | How to undertake great cross-disciplinary research. Industrial Marketing Management, 2020, 90, A1-A5.  | 6.7  | 24        |
| 10 | Evolution of service-dominant logic: Towards a paradigm and metatheory of the market and value cocreation?. Industrial Marketing Management, 2019, 79, 3-12. | 6.7  | 58        |
| 11 | Actor Engagement in Networks: Defining the Conceptual Domain. Journal of Service Research, 2019, 22, 173-188.  | 12.2 | 207       |
| 12 | Counterfeiting: conceptual issues and implications for branding. Journal of Product and Brand Management, 2019, 28, 707-719.                                 | 4.3  | 14        |
| 13 | Markets changing, changing markets: Institutional work as market shaping. Marketing Theory, 2019, 19, 301-328.   | 3.1  | 77        |
| 14 | Vernetztes Branding: Ein Konzept zur Markenpolitik aus der Perspektive der Service Dominant Logic. Springer Reference Wirtschaft, 2019, , 121-139.           | 0.1  | 3         |
| 15 | Actor engagement valence. Journal of Service Management, 2018, 29, 491-516.  | 7.2  | 35        |
| 16 | Future scenarios of the collaborative economy. Journal of Service Management, 2018, 29, 859-882.   | 7.2  | 30        |
| 17 | Dynamics and drivers of customer engagement: within the dyad and beyond. Journal of Service Management, 2018, 29, 443-467.                                   | 7.2  | 81        |
| 18 | A systemic logic for platform business models. Journal of Service Management, 2018, 29, 546-568.   | 7.2  | 82        |

| #  | ARTICLE   | IF   | CITATIONS |
|----|---|------|-----------|
| 19 | Customer engagement: Developing an innovative research that has scholarly impact. Journal of Global Scholars of Marketing Science, 2018, 28, 291-303.                         | 2.0  | 6         |
| 20 | Enhancing theory development in the domain of relationship marketing: how to avoid the danger of getting stuck in the middle. Journal of Services Marketing, 2017, 31, 20-23. | 3.0  | 29        |
| 21 | Branding as a dynamic capability. Marketing Theory, 2017, 17, 183-199.  | 3.1  | 59        |
| 22 | Broadening brand engagement within the service-centric perspective. Journal of Service Theory and Practice, 2017, 27, 317-335.  | 3.2  | 6         |
| 23 | Dynamic multi-actor engagement in networks: the case of United Breaks Guitars. Journal of Service Theory and Practice, 2017, 27, 738-760.                                     | 3.2  | 65        |
| 24 | Engagement platforms in the sharing economy. Journal of Service Theory and Practice, 2017, 27, 761-777.   | 3.2  | 184       |
| 25 | Theorizing with managers to bridge the theory-praxis gap. European Journal of Marketing, 2017, 51, 1173-1177.   | 2.9  | 17        |
| 26 | Theorizing with managers: how to achieve both academic rigor and practical relevance?. European Journal of Marketing, 2017, 51, 1130-1152.                                    | 2.9  | 68        |
| 27 | Commentary on "Working consumers: Co-creation of brand identity, consumer identity, and brand community identity". Journal of Business Research, 2017, 70, 430-431.           | 10.2 | 12        |
| 28 | Vernetztes Branding: Ein Konzept zur Markenpolitik aus der Perspektive der Service Dominant Logic. , 2017, , 1-19.  |      | 0         |
| 29 | Country of origin branding: an integrative perspective. Journal of Product and Brand Management, 2016, 25, 322-336.   | 4.3  | 40        |
| 30 | Actor engagement as a microfoundation for value co-creation. Journal of Business Research, 2016, 69, 3008-3017.   | 10.2 | 517       |
| 31 | Strategic drivers, anticipated and unanticipated outcomes of customer engagement. Journal of Marketing Management, 2016, 32, 393-398.   | 2.3  | 127       |
| 32 | Certification and authentication of brand value propositions. Journal of Brand Management, 2016, 23, 716-731.   | 3.5  | 13        |
| 33 | Forum for markets and marketing as a context for collaborative theorizing. Marketing Theory, 2016, 16, 257-260.   | 3.1  | 0         |
| 34 | Enhancing theory development in service research. Journal of Service Management, 2016, 27, 2-8.   | 7.2  | 20        |
| 35 | Non-monetary social and network value: understanding the effects of non-paying customers in new media. Journal of Strategic Marketing, 2016, 24, 169-174.                     | 5.5  | 20        |
| 36 | Exploring dualities of service innovation: implications for service research. Journal of Services Marketing, 2015, 29, 436-441.   | 3.0  | 32        |

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|----|--|------|-----------|
| 37 | Image, brand relationships and customer value. <i>Journal of Service Theory and Practice</i> , 2015, 25, 51-74.  | 3.2  | 16        |
| 38 | 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         |
| 39 | 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         |
| 40 | Beyond virtuality: from engagement platforms to engagement ecosystems. <i>Managing Service Quality</i> , 2014, 24, 592-611.  | 2.4  | 214       |
| 41 | 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     |
| 42 | Collaborative theorising about markets and marketing and service-dominant logic. <i>Marketing Theory</i> , 2014, 14, 231-237.  | 3.1  | 5         |
| 43 | Theorizing about resource integration through service-dominant logic. <i>Marketing Theory</i> , 2014, 14, 249-268.   | 3.1  | 108       |
| 44 | 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        |
| 45 | Consumer engagement in a virtual brand community: An exploratory analysis. <i>Journal of Business Research</i> , 2013, 66, 105-114.  | 10.2 | 2,069     |
| 46 | The benefits of manufacturer brands to retailers. <i>European Journal of Marketing</i> , 2012, 46, 1127-1149.  | 2.9  | 22        |
| 47 | Resource integration. <i>Marketing Theory</i> , 2012, 12, 201-205.   | 3.1  | 149       |
| 48 | Customer Engagement. <i>Journal of Service Research</i> , 2011, 14, 252-271.   | 12.2 | 2,354     |
| 49 | Response: Advancing and Consolidating Knowledge About Customer Engagement. <i>Journal of Service Research</i> , 2011, 14, 283-284.   | 12.2 | 88        |
| 50 | Impact of Service Failure: The Protective Layer of Customer Relationships. <i>Journal of Service Research</i> , 2010, 13, 216-229.   | 12.2 | 94        |
| 51 | Consumption decisions made in restaurants: The case of wine selection. <i>Food Quality and Preference</i> , 2010, 21, 439-442.   | 4.6  | 33        |
| 52 | Introduction to the Special Section "œœ Marketing Academia Losing Its Way? Perspectives from outside the US"œœ. <i>Australasian Marketing Journal</i> , 2010, 18, 159-160.   | 5.4  | 6         |
| 53 | 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         |
| 54 | Wine service marketing, value coœœ creation and involvement: research issues. <i>International Journal of Wine Business Research</i> , 2009, 21, 339-353.  | 2.0  | 45        |

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|----|--|------|-----------|
| 55 | 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        |
| 56 | Investigating the service brand: A customer value perspective. <i>Journal of Business Research</i> , 2009, 62, 345-355.  | 10.2 | 325       |
| 57 | 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        |
| 58 | Sources of brand benefits in manufacturerâ€™reseller B2B relationships. <i>Journal of Business and Industrial Marketing</i> , 2007, 22, 400-409.   | 3.0  | 56        |
| 59 | The influence of involvement on purchase intention for new world wine. <i>Food Quality and Preference</i> , 2007, 18, 1033-1049.   | 4.6  | 193       |
| 60 | Researching the Service Dominant Logic â€™ Normative Perspective versus Practice. <i>Australasian Marketing Journal</i> , 2007, 15, 76-83.   | 5.4  | 12        |
| 61 | 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       |
| 62 | 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       |
| 63 | 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       |
| 64 | 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         |
| 65 | Buyer-Seller Relationships: Australasian Research and Reflections. <i>Journal of Customer Behavior</i> , 2005, 4, 127-146.   | 0.0  | 10        |
| 66 | Benchmarking businessâ€™toâ€™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        |
| 67 | Profiling Marketing Practice in an Emerging Economy. <i>Journal of Global Marketing</i> , 2004, 17, 67-91.   | 3.4  | 25        |
| 68 | Assessing the Role of e-Marketing in Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2003, 19, 857-881.  | 2.3  | 32        |
| 69 | Equity in corporate coâ€™branding. <i>European Journal of Marketing</i> , 2003, 37, 1080-1094.   | 2.9  | 107       |
| 70 | Assessing the Role of e-Marketing in Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2003, 19, 857-881.  | 2.3  | 8         |
| 71 | The Challenge to include Relational Concepts. <i>Marketing Theory</i> , 2002, 2, 339-343.  | 3.1  | 4         |
| 72 | 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       |

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|----|--|------|-----------|
| 73 | Towards a Theory of Marketplace Equity. <i>Marketing Theory</i> , 2002, 2, 5-28.   | 3.1  | 46        |
| 74 | Hypotheses in Marketing Science: Literature Review and Publication Audit. <i>Marketing Letters</i> , 2001, 12, 171-187.  | 2.9  | 102       |
| 75 | Transforming a Public Service Organization from inside Out to Outside in. <i>Journal of Service Research</i> , 2001, 4, 50-59.   | 12.2 | 26        |
| 76 | 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       |
| 77 | Econometric Models for Forecasting Market Share. <i>Profiles in Operations Research</i> , 2001, , 597-611.   | 0.4  | 7         |
| 78 | Brand Asset Management: Driving Profitable Growth Through Your Brands. <i>Journal of Services Marketing</i> , 2001, 15, 160-161.   | 3.0  | 0         |
| 79 | Pluralism in contemporary marketing practices. <i>International Journal of Bank Marketing</i> , 2000, 18, 294-308.   | 6.4  | 56        |
| 80 | Integrating Transactional and Relational Marketing Exchange: A Pluralistic Perspective. <i>Journal of Marketing Theory and Practice</i> , 2000, 8, 11-20.                      | 4.3  | 47        |
| 81 | Retail Service Branding in Electronic-Commerce Environments. <i>Journal of Service Research</i> , 2000, 3, 178-186.  | 12.2 | 100       |
| 82 | Building models for marketing decisions:. <i>International Journal of Research in Marketing</i> , 2000, 17, 135-139.   | 4.2  | 9         |
| 83 | 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         |
| 84 | An investigation of marketing practice by firm size. <i>Journal of Business Venturing</i> , 2000, 15, 523-545.   | 6.3  | 220       |
| 85 | Understanding the Characteristics of Price Elasticities for Frequently Purchased Packaged Goods. <i>Journal of Marketing Management</i> , 2000, 16, 917-936.                   | 2.3  | 25        |
| 86 | Relationship Marketing in Electronic Commerce Environments. <i>Journal of Information Technology</i> , 1999, 14, 319-331.  | 3.9  | 12        |
| 87 | Relationship marketing in electronic commerce environments. <i>Journal of Information Technology</i> , 1999, 14, 319-331.  | 3.9  | 45        |
| 88 | 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        |
| 89 | 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        |
| 90 | 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        |

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|-----|---|-----|-----------|
| 91  | Understanding contemporary marketing: Development of a classification scheme. <i>Journal of Marketing Management</i> , 1997, 13, 501-522.                                 | 2.3 | 228       |
| 92  | 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       |
| 93  | 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        |
| 94  | 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        |
| 95  | 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       |
| 96  | Portfolio planning methods: Faulty approach or faulty research?. <i>International Journal of Research in Marketing</i> , 1994, 11, 91-93.                                 | 4.2 | 7         |
| 97  | Forecasting criminal sentencing decisions. <i>International Journal of Forecasting</i> , 1993, 9, 49-60.  | 6.5 | 4         |
| 98  | Consumer evaluations of brand extensions: Further empirical results. <i>International Journal of Research in Marketing</i> , 1993, 10, 47-53.                             | 4.2 | 132       |
| 99  | Predictive accuracy of simple versus complex econometric market share models. <i>International Journal of Forecasting</i> , 1992, 8, 613-626.                             | 6.5 | 10        |
| 100 | Segmentation and market structure when both consumer and situational characteristics are explanatory. <i>Psychology and Marketing</i> , 1992, 9, 395-408.                 | 8.2 | 1         |
| 101 | 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         |
| 102 | Marketing Planning and Performance:. <i>Journal of Global Marketing</i> , 1991, 4, 49-68.   | 3.4 | 0         |
| 103 | Forecasting competitors' actions. <i>International Journal of Forecasting</i> , 1990, 6, 75-88.   | 6.5 | 18        |
| 104 | The Influence of Advertising on Tobacco Consumption: a reply to Boddewyn. <i>Addiction</i> , 1989, 84, 1263-1265.   | 3.3 | 6         |
| 105 | The Influence of Advertising on Tobacco Consumption: a reply to Jackson & Ekelund. <i>Addiction</i> , 1989, 84, 1251-1254.  | 3.3 | 12        |
| 106 | Measuring Channel Sensitivities to New Industrial Service Designs: Managerial Implications. <i>European Journal of Marketing</i> , 1989, 23, 50-59.                       | 2.9 | 5         |
| 107 | Testing acceptance of a new industrial service. <i>Industrial Marketing Management</i> , 1988, 17, 65-71.   | 6.7 | 13        |
| 108 | Impact of Cigarette Advertising on Aggregate Demand for Cigarettes in New Zealand. <i>Addiction</i> , 1988, 83, 409-414.  | 3.3 | 36        |

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| 109 | Forecasting methods for marketing. International Journal of Forecasting, 1987, 3, 355-376.   | 6.5  | 57        |
| 110 | A comparison of the short term forecasting accuracy of econometric and naive extrapolation models of market share. International Journal of Forecasting, 1987, 3, 423-437. | 6.5  | 58        |
| 111 | Reply to the commentary. International Journal of Forecasting, 1987, 3, 461-462.   | 6.5  | 4         |
| 112 | Advertising-versus-marketing mix carryover effects: An empirical evaluation. Journal of Business Research, 1987, 15, 269-287.  | 10.2 | 8         |
| 113 | Attraction versus Linear and Multiplicative Market Share Models: An Empirical Evaluation. Journal of Marketing Research, 1984, 21, 194-201.                                | 4.8  | 73        |
| 114 | Attraction versus Linear and Multiplicative Market Share Models: An Empirical Evaluation. Journal of Marketing Research, 1984, 21, 194.                                    | 4.8  | 66        |
| 115 | Brand Equity and the Value of Marketing Assets*. , 0, , 379-396.   |      | 2         |
| 116 | Practice Perspective of the Marketing Organisation. , 0, , 365-378.  |      | 2         |