

# Robert Aitken

## List of Publications by Citations

**Source:** <https://exaly.com/author-pdf/10397126/robert-aitken-publications-by-citations.pdf>

**Version:** 2024-04-28

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

12  
papers

634  
citations

8  
h-index

13  
g-index

13  
ext. papers

719  
ext. citations

3.3  
avg, IF

4.13  
L-index

#	Paper	IF	Citations
12	The four Rs of place branding. <i>Journal of Marketing Management</i> , <b>2011</b> , 27, 913-933	3.2	169
11	Branding in B2B markets: insights from the service-dominant logic of marketing. <i>Journal of Business and Industrial Marketing</i> , <b>2007</b> , 22, 363-371	3	145
10	Sense of Place: The Importance for Destination Branding. <i>Journal of Travel Research</i> , <b>2014</b> , 53, 154-166	6.3	130
9	Advertising effectiveness from a consumer perspective. <i>International Journal of Advertising</i> , <b>2008</b> , 27, 279-297	3.6	54
8	The Service-Dominant Logic of Marketing and Marketing Ethics. <i>Journal of Business Ethics</i> , <b>2011</b> , 102, 439-454	4.3	47
7	Brand relationship and personality theory: metaphor or consumer perceptual reality?. <i>Marketing Theory</i> , <b>2012</b> , 12, 311-331	2.5	28
6	Intertwined. <i>Journal of Historical Research in Marketing</i> , <b>2015</b> , 7, 208-231	0.3	11
5	Harm or Good? Consumer Perceptions of Corporate Strategic Giving in Schools. <i>Journal of Consumer Affairs</i> , <b>2017</b> , 51, 406-432	2	7
4	Bridging family boundaries: mediating postmodern complexity in urban Sinhalese Sri Lankan families. <i>Consumption Markets and Culture</i> , <b>2018</b> , 21, 373-395	1.7	3
3	Capturing the Commercial World of Children: The Feasibility of Wearable Cameras to Assess Marketing Exposure. <i>Journal of Consumer Affairs</i> , <b>2019</b> , 53, 1396-1420	2	2
2	Setting up home: The role of domestic materiality in extended family identity formation. <i>Journal of Business Research</i> , <b>2022</b> , 147, 1-15	8.7	0
1	Selling Hope: Science Marketing for Sustainability <b>2021</b> , 281-299		