

Robert Aitken

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10397126/publications.pdf>

Version: 2024-02-01

13
papers

855
citations

1170033

9
h-index

1336881

12
g-index

13
all docs

13
docs citations

13
times ranked

793
citing authors

#	ARTICLE	IF	CITATIONS
1	Setting up home: The role of domestic materiality in extended family identity formation. Journal of Business Research, 2022, 147, 1-15.	5.8	1
2	Selling Hope: Science Marketing for Sustainability. , 2021, , 281-299.		1
3	Capturing the Commercial World of Children: The Feasibility of Wearable Cameras to Assess Marketing Exposure. Journal of Consumer Affairs, 2019, 53, 1396-1420.	1.2	4
4	Bridging family boundaries: mediating postmodern complexity in urban Sinhalese Sri Lankan families. Consumption Markets and Culture, 2018, 21, 373-395.	1.3	3
5	“Harm or Good?” Consumer Perceptions of Corporate Strategic Giving in Schools. Journal of Consumer Affairs, 2017, 51, 406-432.	1.2	10
6	Intertwined. Journal of Historical Research in Marketing, 2015, 7, 208-231.	0.2	14
7	Sense of Place. Journal of Travel Research, 2014, 53, 154-166.	5.8	221
8	Brand relationship and personality theory. Marketing Theory, 2012, 12, 311-331.	1.7	32
9	The Service-Dominant Logic of Marketing and Marketing Ethics. Journal of Business Ethics, 2011, 102, 439-454.	3.7	67
10	The four Rs of place branding. Journal of Marketing Management, 2011, 27, 913-933.	1.2	208
11	Advertising effectiveness from a consumer perspective. International Journal of Advertising, 2008, 27, 279-297.	4.2	67
12	Branding in B2B markets: insights from the service-dominant logic of marketing. Journal of Business and Industrial Marketing, 2007, 22, 363-371.	1.8	179
13	Introduction to the special issue on the service-dominant logic of marketing: insights from The Otago Forum. Marketing Theory, 2006, 6, 275-280.	1.7	48