

# Ashlee Humphreys

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11316077/publications.pdf>

Version: 2024-02-01

23  
papers

2,280  
citations

567281

15  
h-index

713466

21  
g-index

23  
all docs

23  
docs citations

23  
times ranked

1415  
citing authors

#	ARTICLE	IF	CITATIONS
1	Automated Text Analysis for Consumer Research. <i>Journal of Consumer Research</i> , 2018, 44, 1274-1306.	5.1	379
2	Uniting the Tribes: Using Text for Marketing Insight. <i>Journal of Marketing</i> , 2020, 84, 1-25.	11.3	378
3	The Intersecting Roles of Consumer and Producer: A Critical Perspective on Co-production, Co-creation and Prosumption. <i>Sociology Compass</i> , 2008, 2, 963-980.	2.5	282
4	Megamarketing: The Creation of Markets as a Social Process. <i>Journal of Marketing</i> , 2010, 74, 1-19.	11.3	237
5	Semiotic Structure and the Legitimation of Consumption Practices: The Case of Casino Gambling. <i>Journal of Consumer Research</i> , 2010, 37, 490-510.	5.1	234
6	Megamarketing: The Creation of Markets as a Social Process. <i>Journal of Marketing</i> , 2010, 74, 1-19.	11.3	163
7	Framing the Game: Assessing the Impact of Cultural Representations on Consumer Perceptions of Legitimacy. <i>Journal of Consumer Research</i> , 2013, 40, 773-795.	5.1	132
8	Branding Disaster: Reestablishing Trust through the Ideological Containment of Systemic Risk Anxieties. <i>Journal of Consumer Research</i> , 2014, 41, 877-910.	5.1	116
9	Status Games: Market Driving through Social Influence in the U.S. Wine Industry. <i>Journal of Marketing</i> , 2018, 82, 141-159.	11.3	93
10	How is Sustainability Structured? The Discursive Life of Environmentalism. <i>Journal of Macromarketing</i> , 2014, 34, 265-281.	2.6	42
11	Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey. <i>Journal of Marketing Research</i> , 2021, 58, 1101-1119.	4.8	40
12	Bringing institutional theory to marketing: Taking stock and future research directions. <i>Journal of Business Research</i> , 2019, 105, 389-394.	10.2	39
13	The Politicization of Objects: Meaning and Materiality in The U.S. Cannabis Market. <i>Journal of Consumer Research</i> , 2021, 48, 22-50.	5.1	32
14	Megamarketing expanded by neo-institutional theory. <i>Journal of Strategic Marketing</i> , 2016, 24, 470-483.	5.5	25
15	The Consumer as Foucauldian "Object of Knowledge". <i>Social Science Computer Review</i> , 2006, 24, 296-309.	4.2	22
16	Maintaining legitimacy in contested mature markets through discursive strategies: The case of corporate environmentalism in the French automotive industry. <i>Industrial Marketing Management</i> , 2021, 92, 332-343.	6.7	16
17	Do more experienced critics review differently?. <i>European Journal of Marketing</i> , 2020, 54, 478-510.	2.9	12
18	Marketing insights from text analysis. <i>Marketing Letters</i> , 2022, 33, 365-377.	2.9	12

#	ARTICLE	IF	CITATIONS
19	A Brand-New Look at You: Predicting Brand Personality in Social Media Networks with Machine Learning. <i>Journal of Interactive Marketing</i> , 2021, 56, 55-69.	6.2	10
20	Megamarketing in Contested Markets: The Struggle between Maintaining and Disrupting Institutions. <i>Thunderbird International Business Review</i> , 2017, 59, 613-622.	1.8	8
21	The textuality of markets. <i>AMS Review</i> , 2021, 11, 304-315.	2.5	4
22	Automated Text Analysis. , 2019, , 1-32.		3
23	Automated Text Analysis. , 2022, , 633-664.		1