

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. , 2022, , 633-664.		1
2	Marketing insights from text analysis. Marketing Letters, 2022, 33, 365-377.	2.9	12
3	Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey. Journal of Marketing Research, 2021, 58, 1101-1119.	4.8	40
4	Maintaining legitimacy in contested mature markets through discursive strategies: The case of corporate environmentalism in the French automotive industry. Industrial Marketing Management, 2021, 92, 332-343.	6.7	16
5	The Politicization of Objects: Meaning and Materiality in The U.S. Cannabis Market. Journal of Consumer Research, 2021, 48, 22-50.	5.1	32
6	A Brand-New Look at You: Predicting Brand Personality in Social Media Networks with Machine Learning. Journal of Interactive Marketing, 2021, 56, 55-69.	6.2	10
7	The textuality of markets. AMS Review, 2021, 11, 304-315.	2.5	4
8	Uniting the Tribes: Using Text for Marketing Insight. Journal of Marketing, 2020, 84, 1-25.	11.3	378
9	Do more experienced critics review differently?. European Journal of Marketing, 2020, 54, 478-510.	2.9	12
10	Bringing institutional theory to marketing: Taking stock and future research directions. Journal of Business Research, 2019, 105, 389-394.	10.2	39
11	Automated Text Analysis. , 2019, , 1-32.		3
12	Automated Text Analysis for Consumer Research. Journal of Consumer Research, 2018, 44, 1274-1306.	5.1	379
13	Status Games: Market Driving through Social Influence in the U.S. Wine Industry. Journal of Marketing, 2018, 82, 141-159.	11.3	93
14	Megamarketing in Contested Markets: The Struggle between Maintaining and Disrupting Institutions. Thunderbird International Business Review, 2017, 59, 613-622.	1.8	8
15	Megamarketing expanded by neo-institutional theory. Journal of Strategic Marketing, 2016, 24, 470-483.	5.5	25
16	Branding Disaster: Reestablishing Trust through the Ideological Containment of Systemic Risk Anxieties. Journal of Consumer Research, 2014, 41, 877-910.	5.1	116
17	How is Sustainability Structured? The Discursive Life of Environmentalism. Journal of Macromarketing, 2014, 34, 265-281.	2.6	42
18	Framing the Game: Assessing the Impact of Cultural Representations on Consumer Perceptions of Legitimacy. Journal of Consumer Research, 2013, 40, 773-795.	5.1	132

#	ARTICLE	IF	CITATIONS
19	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
20	Megamarketing: The Creation of Markets as a Social Process. <i>Journal of Marketing</i> , 2010, 74, 1-19.	11.3	237
21	Megamarketing: The Creation of Markets as a Social Process. <i>Journal of Marketing</i> , 2010, 74, 1-19.	11.3	163
22	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
23	The Consumer as Foucauldian "Object of Knowledge". <i>Social Science Computer Review</i> , 2006, 24, 296-309.	4.2	22