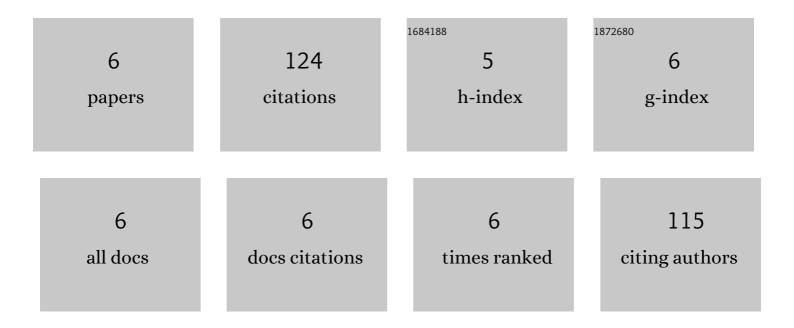
Rungpaka Amy Hackley

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11436331/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Marketing and the cultural production of celebrity in the era of media convergence. Journal of Marketing Management, 2015, 31, 461-477.	2.3	47
2	Transgressive drinking practices and the subversion of proscriptive alcohol policy messages. Journal of Business Research, 2015, 68, 2125-2131.	10.2	28
3	The X-Factor enigma. Marketing Theory, 2012, 12, 451-469.	3.1	25
4	Implications of the selfie for marketing management practice in the era of celebrity. Marketing Intelligence and Planning, 2018, 36, 49-62.	3.5	14
5	The iconicity of celebrity and the spiritual impulse. Consumption Markets and Culture, 2016, 19, 269-274.	2.1	8
6	Imaginary futures: Liminoid advertising and consumer identity. Journal of Marketing Communications, 2021, 27, 269-283.	4.0	2