

Rungpaka Amy Hackley

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11436331/publications.pdf>

Version: 2024-02-01

6
papers

124
citations

1684188

5
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

115
citing authors

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