

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	Imaginary futures: Liminoid advertising and consumer identity. <i>Journal of Marketing Communications</i> , 2021, 27, 269-283.	4.0	2
2	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
3	The iconicity of celebrity and the spiritual impulse. <i>Consumption Markets and Culture</i> , 2016, 19, 269-274.	2.1	8
4	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
5	Transgressive drinking practices and the subversion of proscriptive alcohol policy messages. <i>Journal of Business Research</i> , 2015, 68, 2125-2131.	10.2	28
6	The X-Factor enigma. <i>Marketing Theory</i> , 2012, 12, 451-469.	3.1	25