

Sarah Turnbull

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11892939/publications.pdf>

Version: 2024-02-01

17
papers

484
citations

933447

10
h-index

888059

17
g-index

17
all docs

17
docs citations

17
times ranked

470
citing authors

#	ARTICLE	IF	CITATIONS
1	Barriers to women leaders in academia: tales from science and technology. <i>Studies in Higher Education</i> , 2016, 41, 415-428.	4.5	210
2	Vulnerable consumer engagement: How corporate social media can facilitate the replenishment of depleted resources. <i>International Journal of Research in Marketing</i> , 2021, 38, 518-529.	4.2	46
3	Developing an authentic personal brand using impression management behaviours. <i>Qualitative Market Research</i> , 2018, 21, 166-181.	1.5	42
4	International advertising strategies of multinational enterprises in the Middle East. <i>International Journal of Advertising</i> , 2000, 19, 529-547.	6.7	32
5	Female role portrayals in Brazilian advertising: are outdated cultural stereotypes preventing change?. <i>International Journal of Advertising</i> , 2020, 39, 679-698.	6.7	27
6	Halal holidays: How is value perceived by Muslim tourists?. <i>International Journal of Tourism Research</i> , 2019, 21, 675-692.	3.7	25
7	Exploring advertiser's expectations of advertising agency services. <i>Journal of Marketing Communications</i> , 2016, 22, 587-601.	4.0	17
8	Advertising: should creative women be expected to "fake it"? <i>Journal of Marketing Management</i> , 2021, 37, 294-319.	2.3	16
9	Why Facebook Reactions are good news for evaluating social media campaigns. <i>Journal of Direct, Data and Digital Marketing Practice</i> , 2016, 17, 156-158.	0.3	14
10	The advertising standardisation debate revisited. <i>Journal of Islamic Marketing</i> , 2016, 7, 2-14.	3.5	13
11	Exploring career choices of Emirati women in the technology sector. <i>Journal of Organizational Effectiveness</i> , 2020, 7, 96-114.	2.3	12
12	An investigation into on-sourcing of advertising creativity in an emerging economy: The case of the United Arab Emirates. <i>Journal of Business Research</i> , 2019, 103, 356-364.	10.2	9
13	#Metooverting: the institutional work of creative women who are looking to change the rules of the advertising game. <i>Journal of Marketing Management</i> , 2021, 37, 117-143.	2.3	8
14	How consumers subvert advertising through rhetorical institutional work. <i>Psychology and Marketing</i> , 2022, 39, 634-646.	8.2	8
15	Exploring doctoral students' expectations of work-based skills training. <i>Higher Education, Skills and Work-based Learning</i> , 2019, 9, 403-417.	1.6	2
16	How women in the UAE enact entrepreneurial identities to build legitimacy. <i>International Small Business Journal</i> , 2021, 39, 643-661.	4.8	2
17	From pitch to ditch: The client/ad agency life cycle. <i>The Marketing Review</i> , 2016, 16, 111-127.	0.1	1