

Giana M Eckhardt

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1368031/publications.pdf>

Version: 2024-02-01

19
papers

3,134
citations

759233

12
h-index

839539

18
g-index

19
all docs

19
docs citations

19
times ranked

2061
citing authors

#	ARTICLE	IF	CITATIONS
1	Access-Based Consumption: The Case of Car Sharing: Table 1.. Journal of Consumer Research, 2012, 39, 881-898.	5.1	1,561
2	Marketing in the Sharing Economy. Journal of Marketing, 2019, 83, 5-27.	11.3	446
3	Liquid Consumption. Journal of Consumer Research, 2017, 44, 582-597.	5.1	283
4	Liquid Relationship to Possessions. Journal of Consumer Research, 2012, 39, 510-529.	5.1	231
5	The rise of inconspicuous consumption. Journal of Marketing Management, 2015, 31, 807-826.	2.3	213
6	Consumer Deceleration. Journal of Consumer Research, 2019, 45, 1142-1163.	5.1	124
7	New dynamics of social status and distinction. Marketing Theory, 2020, 20, 85-102.	3.1	70
8	The Roar of the Crowd: How Interaction Ritual Chains Create Social Atmospheres. Journal of Marketing, 2022, 86, 121-139.	11.3	38
9	The Consumer Experience of Responsibilization: The Case of Panera Cares. Journal of Business Ethics, 2019, 159, 651-663.	6.0	36
10	Envisioning consumers: how videography can contribute to marketing knowledge. Journal of Marketing Management, 2018, 34, 432-458.	2.3	30
11	The broadening boundaries of materialism. Marketing Theory, 2021, 21, 481-500.	3.1	23
12	â€Alternative Hedonismâ€™: Exploring the Role of Pleasure in Moral Markets. Journal of Business Ethics, 2020, 166, 143-158.	6.0	18
13	The value in de-emphasizing structure in liquidity. Marketing Theory, 2020, 20, 573-580.	3.1	13
14	Decolonizing marketing. Consumption Markets and Culture, 2022, 25, 176-186.	2.1	13
15	Informing marketing theory through consumer culture theoretics. AMS Review, 2021, 11, 1-8.	2.5	12
16	Liquid luxury. , 2020, , 22-42.		10
17	Brand Meaning Rigidity in China. Journal of Macromarketing, 2015, 35, 218-228.	2.6	7
18	The Multidimensional Nature of Product Perceptions within Asia. Customer Needs and Solutions, 2015, 2, 290-301.	0.8	5

#	ARTICLE	IF	CITATIONS
19	Ad agencies. Consumption Markets and Culture, 2016, 19, 167-171.	2.1	1