

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	The Roar of the Crowd: How Interaction Ritual Chains Create Social Atmospheres. <i>Journal of Marketing</i> , 2022, 86, 121-139.	11.3	38
2	Decolonizing marketing. <i>Consumption Markets and Culture</i> , 2022, 25, 176-186.	2.1	13
3	Informing marketing theory through consumer culture theoretics. <i>AMS Review</i> , 2021, 11, 1-8.	2.5	12
4	The broadening boundaries of materialism. <i>Marketing Theory</i> , 2021, 21, 481-500.	3.1	23
5	New dynamics of social status and distinction. <i>Marketing Theory</i> , 2020, 20, 85-102.	3.1	70
6	â€Alternative Hedonismâ€™: Exploring the Role of Pleasure in Moral Markets. <i>Journal of Business Ethics</i> , 2020, 166, 143-158.	6.0	18
7	The value in de-emphasizing structure in liquidity. <i>Marketing Theory</i> , 2020, 20, 573-580.	3.1	13
8	Liquid luxury. , 2020, , 22-42.		10
9	Consumer Deceleration. <i>Journal of Consumer Research</i> , 2019, 45, 1142-1163.	5.1	124
10	Marketing in the Sharing Economy. <i>Journal of Marketing</i> , 2019, 83, 5-27.	11.3	446
11	The Consumer Experience of Responsibilization: The Case of Panera Cares. <i>Journal of Business Ethics</i> , 2019, 159, 651-663.	6.0	36
12	Envisioning consumers: how videography can contribute to marketing knowledge. <i>Journal of Marketing Management</i> , 2018, 34, 432-458.	2.3	30
13	Liquid Consumption. <i>Journal of Consumer Research</i> , 2017, 44, 582-597.	5.1	283
14	Ad agencies. <i>Consumption Markets and Culture</i> , 2016, 19, 167-171.	2.1	1
15	Brand Meaning Rigidity in China. <i>Journal of Macromarketing</i> , 2015, 35, 218-228.	2.6	7
16	The rise of inconspicuous consumption. <i>Journal of Marketing Management</i> , 2015, 31, 807-826.	2.3	213
17	The Multidimensional Nature of Product Perceptions within Asia. <i>Customer Needs and Solutions</i> , 2015, 2, 290-301.	0.8	5
18	Liquid Relationship to Possessions. <i>Journal of Consumer Research</i> , 2012, 39, 510-529.	5.1	231

#	ARTICLE	IF	CITATIONS
19	Access-Based Consumption: The Case of Car Sharing: Table 1.. Journal of Consumer Research, 2012, 39, 881-898.	5.1	1,561