

Lukas Parker

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2686719/publications.pdf>

Version: 2024-02-01

39
papers

341
citations

932766

10
h-index

940134

16
g-index

46
all docs

46
docs citations

46
times ranked

295
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | A consumer definition of eco-friendly packaging. <i>Journal of Cleaner Production</i> , 2020, 252, 119792. | 4.6 | 114 |
| 2 | Self expression versus the environment: attitudes in conflict. <i>Young Consumers</i> , 2014, 15, 138-152. | 2.3 | 20 |
| 3 | Consumer socialisation agency within three-generational Vietnamese families. <i>Young Consumers</i> , 2015, 16, 172-188. | 2.3 | 19 |
| 4 | But I AM normal: safe? driving in Vietnam. <i>Journal of Social Marketing</i> , 2015, 5, 105-124. | 1.3 | 14 |
| 5 | The public health community's use of social media for policy advocacy: a scoping review and suggestions to advance the field. <i>Public Health</i> , 2021, 198, 146-155. | 1.4 | 14 |
| 6 | Family communication for the modern era: a typology. <i>Young Consumers</i> , 2015, 16, 367-384. | 2.3 | 13 |
| 7 | The Good, the Bad, and the Ugly: Food Packaging and Consumers. <i>Sustainability</i> , 2021, 13, 12409. | 1.6 | 13 |
| 8 | Evaluation of an integrated multisector campaign to increase child helmet use in Vietnam. <i>Injury Prevention</i> , 2019, 25, 206-210. | 1.2 | 12 |
| 9 | Going with the flow. <i>Journal of Social Marketing</i> , 2018, 8, 314-332. | 1.3 | 11 |
| 10 | Promoting healthy eating in the community sport setting: a scoping review. <i>Health Promotion International</i> , 2022, 37, . | 0.9 | 11 |
| 11 | Where Do Online Games Fit into the Health Behaviour Ecology of Emerging Adults: A Scoping Review. <i>Nutrients</i> , 2021, 13, 2895. | 1.7 | 11 |
| 12 | Enhancing cyber security behavior: an internal social marketing approach. <i>Information and Computer Security</i> , 2019, 28, 133-159. | 1.5 | 9 |
| 13 | Improving the Health of Emerging Adult Gamersâ€”A Scoping Review of Influences. <i>Nutrients</i> , 2022, 14, 2226. | 1.7 | 9 |
| 14 | Beyond behaviour change: social marketing and social change. <i>Journal of Social Marketing</i> , 2014, 4, . | 1.3 | 8 |
| 15 | The taboo question. <i>Journal of Social Marketing</i> , 2014, 4, 133-154. | 1.3 | 7 |
| 16 | Advertising Effects? An Elemental Experiment. <i>Australasian Marketing Journal</i> , 2018, 26, 338-349. | 3.5 | 5 |
| 17 | Social marketing. , 2015, , 161-191. | | 4 |
| 18 | PW 1397â€¦Reducing distracted motorcycle driving in cambodia. , 2018, , . | | 1 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Balancing benefits: evidence-based guidelines for school-banking programmes. International Journal of Bank Marketing, 2020, ahead-of-print, . | 3.6 | 1 |
| 20 | The Wicked Problem of Packaging and Consumers: Innovative Approaches for Sustainability Research. Environmental Footprints and Eco-design of Products and Processes, 2021, , 137-176. | 0.7 | 1 |
| 21 | Design Issues in Cross-Cultural Research: Suggestions for Researchers. , 2015, , 81-101. | | 1 |
| 22 | Positive emotions in social marketing and social advertising using humour. , 2020, , 102-119. | | 1 |
| 23 | Digital advertising and the new world of "viral" advertising. , 2017, , 42-58. | | 1 |
| 24 | The Role of Creativity in a Digital World: Advertising Practitioner Views from China. European Advertising Academy, 2019, , 107-117. | 0.2 | 1 |
| 25 | Social marketing with fear, guilt and shame. , 2020, , 86-101. | | 1 |
| 26 | Behavioural models (conative models). , 2014, , . | | 0 |
| 27 | Social marketing and behaviour change: where to from here?. , 2014, , . | | 0 |
| 28 | 4 Ethical and Social Marketing in Asia: A Multi-Country Perspective. , 2021, , 59-82. | | 0 |
| 29 | PW 1415"Students "walk this way" safely to school. , 2018, , . | | 0 |
| 30 | Telling stories: the science of social media content. , 2020, , 120-136. | | 0 |
| 31 | The Four Es: ingredients for successful social advertising. , 2020, , 47-68. | | 0 |
| 32 | Social media mechanics and marketing strategy. , 2020, , 27-46. | | 0 |
| 33 | Reinforcing the social in social marketing. , 2020, , 1-7. | | 0 |
| 34 | The use of emotions in social marketing and social advertising. , 2020, , 69-85. | | 0 |
| 35 | Social marketing frameworks. , 2020, , 8-26. | | 0 |
| 36 | Design Issues in Cross-Cultural Research. , 0, , . | | 0 |

| # | ARTICLE | IF | CITATIONS |
|----|--|----|-----------|
| 37 | Theories and their uses in social marketing. , 2014, , . | | 0 |
| 38 | Rational economic models (cognitive models). , 2014, , . | | 0 |
| 39 | Emotional models (affective models). , 2014, , . | | 0 |