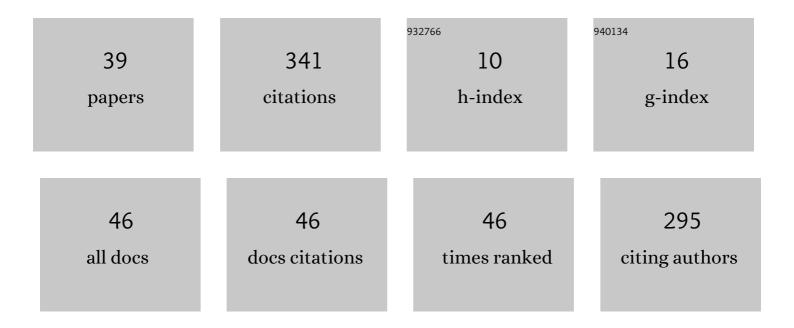
Lukas Parker

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2686719/publications.pdf Version: 2024-02-01



Ι ιίκλς Φλάκεα

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

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#	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 †viralâ€ [™] 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 1415â€Students â€ [~] walk this wayâ€ [™] safely to school. , 2018, , .		Ο
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.		Ο

36 Design Issues in Cross-Cultural Research. , 0, , .

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#	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