Lukas Parker

List of Publications by Year
in descending order

39 papers	341 citations	933264 10 h-index	940416 16 g-index
46 all docs	46 docs citations	46 times ranked	295 citing authors

#	Article	IF	Citations
1	Promoting healthy eating in the community sport setting: a scoping review. Health Promotion International, 2022, 37, .	0.9	11
2	Improving the Health of Emerging Adult Gamersâ€"A Scoping Review of Influences. Nutrients, 2022, 14, 2226.	1.7	9
3	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
4	4 Ethical and Social Marketing in Asia: A Multi-Country Perspective. , 2021, , 59-82.		0
5	Where Do Online Games Fit into the Health Behaviour Ecology of Emerging Adults: A Scoping Review. Nutrients, 2021, 13, 2895.	1.7	11
6	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
7	The Good, the Bad, and the Ugly: Food Packaging and Consumers. Sustainability, 2021, 13, 12409.	1.6	13
8	A consumer definition of eco-friendly packaging. Journal of Cleaner Production, 2020, 252, 119792.	4.6	114
9	Balancing benefits: evidence-based guidelines for school-banking programmes. International Journal of Bank Marketing, 2020, ahead-of-print, .	3.6	1
10	Positive emotions in social marketing and social advertising using humour. , 2020, , 102-119.		1
11	Telling stories: the science of social media content. , 2020, , 120-136.		0
12	The Four Es: ingredients for successful social advertising. , 2020, , 47-68.		0
13	Social media mechanics and marketing strategy. , 2020, , 27-46.		0
14	Social marketing with fear, guilt and shame. , 2020, , 86-101.		1
15	Reinforcing the social in social marketing. , 2020, , 1-7.		0
16	The use of emotions in social marketing and social advertising. , 2020, , 69-85.		0
17	Social marketing frameworks. , 2020, , 8-26.		0
18	Enhancing cyber security behavior: an internal social marketing approach. Information and Computer Security, 2019, 28, 133-159.	1.5	9

#	Article	IF	Citations
19	Evaluation of an integrated multisector campaign to increase child helmet use in Vietnam. Injury Prevention, 2019, 25, 206-210.	1.2	12
20	The Role of Creativity in a Digital World: Advertising Practitioner Views from China. European Advertising Academy, 2019, , 107-117.	0.2	1
21	Going with the flow. Journal of Social Marketing, 2018, 8, 314-332.	1.3	11
22	PW 1397â€¦Reducing distracted motorcycle driving in cambodia. , 2018, , .		1
23	Advertising Effects? An Elemental Experiment. Australasian Marketing Journal, 2018, 26, 338-349.	3.5	5
24	PW 1415â€¦Students â€˜walk this wayâ€™ safely to school. , 2018, , .		0
25	Digital advertising and the new world of â€˜viralâ€™ advertising. , 2017, , 42-58.		1
26	Consumer socialisation agency within three-generational Vietnamese families. Young Consumers, 2015, 16, 172-188.	2.3	19
27	But I AM normal: safe? driving in Vietnam. Journal of Social Marketing, 2015, 5, 105-124.	1.3	14
28	Family communication for the modern era: a typology. Young Consumers, 2015, 16, 367-384.	2.3	13
29	Social marketing. , 2015, , 161-191.		4
30	Design Issues in Cross-Cultural Research: Suggestions for Researchers. , 2015, , 81-101.		1
31	Behavioural models (conative models). , 2014, , .		0
32	Self expression versus the environment: attitudes in conflict. Young Consumers, 2014, 15, 138-152.	2.3	20
33	Social marketing and behaviour change: where to from here?. , 2014, , .		0
34	The taboo question. Journal of Social Marketing, 2014, 4, 133-154.	1.3	7
35	Beyond behaviour change: social marketing and social change. Journal of Social Marketing, 2014, 4, .	1.3	8
36	Theories and their uses in social marketing. , 2014, , .		0

#	Article	IF	Citations
37	Rational economic models (cognitive models). , 2014, , .		0
38	Emotional models (affective models). , 2014, , .		0
39	Design Issues in Cross-Cultural Research. , 0, , .		0