

Cagri Yalkin

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2928728/publications.pdf>

Version: 2024-02-01

13
papers

112
citations

1478505

6
h-index

1372567

10
g-index

13
all docs

13
docs citations

13
times ranked

100
citing authors

#	ARTICLE	IF	CITATIONS
1	Neo-colonial hierarchies of knowledge in marketing: Toxic field and illusio. Marketing Theory, 2022, 22, 191-209.	3.1	2
2	TV series: marketplace icon. Consumption Markets and Culture, 2021, 24, 217-224.	2.1	3
3	Millennial Chinese consumers' perceived destination brand value. Journal of Business Research, 2020, 116, 655-665.	10.2	26
4	Entrenching geopolitical imaginations: brand(ing) Turkey through Orhan Pamuk. Journal of International Relations and Development, 2020, 23, 339-358.	1.7	2
5	Hegemonic dividend and workforce diversity: The case of â€biatâ€™™ and meritocracy in nation branding in Turkey. Journal of Management and Organization, 2019, 25, 543-553.	3.0	6
6	Customer responses to employee deviance: A conservation of resources perspective. Journal of Customer Behavior, 2019, 18, 191-214.	0.0	2
7	A Brand Culture Approach to Managing Nationâ€™Brands. European Management Review, 2018, 15, 137-149.	3.7	14
8	Taboo on TV: gender, religion, and sexual taboos in transnationally marketed Turkish soap operas. Journal of Marketing Management, 2018, 34, 1149-1171.	2.3	16
9	Invented Myths in Contemporary Turkish Political Advertising. Society, 2016, 53, 603-607.	1.2	0
10	Fall and redemption: Monitoring and engaging in social media conversations during a crisis. Cogent Business and Management, 2015, 2, .	2.9	8
11	(II)Legitimation of the role of the nation state: Understanding of and reactions to Internet censorship in Turkey. New Media and Society, 2014, 16, 271-289.	5.0	9
12	Talking Fashion in Female Friendship Groups: Negotiating the Necessary Marketplace Skills and Knowledge. Journal of Consumer Policy, 2014, 37, 301-331.	1.3	8
13	Gender employment discrimination: Greece and the United Kingdom. International Journal of Manpower, 2009, 30, 815-834.	4.4	16