

Anthony Samuel

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4542118/publications.pdf>

Version: 2024-02-01

22
papers

268
citations

933447
10
h-index

996975
15
g-index

22
all docs

22
docs citations

22
times ranked

152
citing authors

#	ARTICLE	IF	CITATIONS
1	Grounded Theory as a Macromarketing Methodology. <i>Journal of Macromarketing</i> , 2016, 36, 11-26.	2.6	28
2	Fairtrade and Halal Food Certification and Labeling. <i>Journal of Macromarketing</i> , 2016, 36, 388-399.	2.6	27
3	Expanding the boundaries of brand communities: the case of Fairtrade Towns. <i>European Journal of Marketing</i> , 2018, 52, 758-782.	2.9	27
4	Fairtrade Towns as Unconventional Networks of Ethical Activism. <i>Journal of Business Ethics</i> , 2018, 153, 265-282.	6.0	27
5	To pray and to play: Post-postmodern pilgrimage at Lourdes. <i>Tourism Management</i> , 2018, 68, 412-422.	9.8	24
6	Programmatic advertising: An exegesis of consumer concerns. <i>Computers in Human Behavior</i> , 2021, 116, 106657.	8.5	24
7	Programmatic Advertising: Forewarning and avoiding hype-cycle failure. <i>Technological Forecasting and Social Change</i> , 2019, 144, 157-168.	11.6	18
8	Unpacking the authenticity gap in corporate social responsibility: lessons learned from Levi's®'s "Go Forth Braddock" campaign. <i>Journal of Brand Management</i> , 2018, 25, 53-67.	3.5	16
9	Reconciling social enterprise: beyond the paradox perspective. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2022, 28, 500-526.	3.8	14
10	Social entrepreneurs in challenging places: A Delphi study of experiences and perspectives. <i>Local Economy</i> , 2018, 33, 800-821.	1.4	12
11	Social enterprises operating in the South Wales valleys: a Delphi study of persistent tensions. <i>Social Enterprise Journal</i> , 2018, 14, 22-38.	1.8	11
12	Religious heterogeneity of food consumers: The impact of global markets upon methods of production. <i>Journal of Consumer Behaviour</i> , 2018, 17, 3-12.	4.2	8
13	Places where people matter: The marketing dynamics of Fairtrade Towns. <i>Social Business</i> , 2015, 5, 237-254.	0.3	7
14	Fairtrade towns: Unpacking the dynamics of locally developed ethical retail geographies. <i>Geoforum</i> , 2020, 117, 114-123.	2.5	5
15	Antecedents of Cybersecurity Implementation: A Study of the Cyber-Preparedness of U.K. Social Enterprises. <i>IEEE Transactions on Engineering Management</i> , 2022, 69, 3826-3837.	3.5	4
16	Exploring the motivations to participate in an online brand community: a study of 7-11-year-old children. <i>European Journal of Marketing</i> , 2021, 55, 2308-2343.	2.9	3
17	Influencing Fairtrade consumption through servant leadership: Bruce Crowther's story. <i>Society and Business Review</i> , 2018, 13, 170-183.	2.6	3
18	Experiencing the Macromarketing Dimensions of Sustainability: Lessons Learned From Field Trips to the Ultra Novel. <i>Journal of Marketing Education</i> , 2022, 44, 322-336.	2.4	3

#	ARTICLE	IF	CITATIONS
19	Exploring and Expanding Supererogatory Acts: Beyond Duty for a Sustainable Future. Journal of Business Ethics, 2023, 185, 665-688.	6.0	3
20	Placing an ethical brand: the Fairtrade Towns movement. Journal of Marketing Management, 2021, 37, 1490-1513.	2.3	2
21	“The club on the hill”: footballing place as an arena for sustainable and ethical action. Qualitative Market Research, 2022, 25, 570-584.	1.5	2
22	The evolution of the social enterprise. Strategic Change, 2020, 29, 415-416.	4.1	0