

Andrea Prothero

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4920368/publications.pdf>

Version: 2024-02-01

45
papers

4,409
citations

279487

23
h-index

214527

47
g-index

54
all docs

54
docs citations

54
times ranked

3087
citing authors

#	ARTICLE	IF	CITATIONS
1	Who are organic food consumers? A compilation and review of why people purchase organic food. <i>Journal of Consumer Behaviour</i> , 2007, 6, 94-110.	2.6	1,129
2	Sustainable Consumption: Opportunities for Consumer Research and Public Policy. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 31-38.	2.2	553
3	Sustainable Consumption and the Quality of Life: A Macromarketing Challenge to the Dominant Social Paradigm. <i>Journal of Macromarketing</i> , 1997, 17, 4-24.	1.7	429
4	Sustainability marketing research: past, present and future. <i>Journal of Marketing Management</i> , 2014, 30, 1186-1219.	1.2	258
5	Sustainable consumption: consumption, consumers and the commodity discourse. <i>Consumption Markets and Culture</i> , 2003, 6, 275-291.	1.3	198
6	The European consumers'™ understanding and perceptions of the "œorganic" food regime. <i>British Food Journal</i> , 2004, 106, 93-105.	1.6	147
7	Is Green the New Black? Reflections on a Green Commodity Discourse. <i>Journal of Macromarketing</i> , 2010, 30, 147-159.	1.7	136
8	Green consumerism and the societal marketing concept: Marketing strategies for the 1990's. <i>Journal of Marketing Management</i> , 1990, 6, 87-103.	1.2	133
9	Greening Capitalism: Opportunities for a Green Commodity. <i>Journal of Macromarketing</i> , 2000, 20, 46-55.	1.7	122
10	Pester power "œ A battle of wills between children and their parents. <i>Journal of Marketing Management</i> , 2011, 27, 561-581.	1.2	81
11	Beyond the frills of relationship marketing. <i>Journal of Business Research</i> , 2004, 57, 1286-1294.	5.8	75
12	Enacted voluntary simplicity "œ exploring the consequences of requesting consumers to intentionally consume less. <i>European Journal of Marketing</i> , 2016, 50, 189-212.	1.7	60
13	Beauty blogger selfies as authenticating practices. <i>European Journal of Marketing</i> , 2016, 50, 1858-1878.	1.7	59
14	Motherhood, Marketization, and Consumer Vulnerability. <i>Journal of Macromarketing</i> , 2010, 30, 384-397.	1.7	56
15	The Institutional Foundations of Materialism in Western Societies. <i>Journal of Macromarketing</i> , 2009, 29, 259-278.	1.7	54
16	Beauty bloggers and YouTubers as a community of practice. <i>Journal of Marketing Management</i> , 2018, 34, 592-619.	1.2	51
17	Producing Environmentally Acceptable Cosmetics? The Impact of Environmentalism on the United Kingdom Cosmetics and Toiletries Industry. <i>Journal of Marketing Management</i> , 1992, 8, 147-166.	1.2	44
18	Exploring children's understanding of television advertising "œ beyond the advertiser's perspective. <i>European Journal of Marketing</i> , 2008, 42, 1203-1223.	1.7	40

#	ARTICLE	IF	CITATIONS
19	Communicating greener strategies: a study of on-pack communication. <i>Business Strategy and the Environment</i> , 1997, 6, 74-82.	8.5	39
20	Green Marketing: The 'Fad' That Won't Slip Slide Away. <i>Journal of Marketing Management</i> , 1998, 14, 507-512.	1.2	30
21	Environmental decision making: research issues in the cosmetics and toiletries industry. <i>Marketing Intelligence and Planning</i> , 1996, 14, 19-25.	2.1	25
22	Leapâ€frog marketing: the contribution of ecofeminist thought to the world of patriarchal marketing. <i>Marketing Intelligence and Planning</i> , 1997, 15, 361-368.	2.1	25
23	Childrenâ€™s Understanding of Television Advertising Intent. <i>Journal of Marketing Management</i> , 2003, 19, 411-431.	1.2	25
24	The experience of risk in families: conceptualisations and implications for transformative consumer research. <i>Journal of Marketing Management</i> , 2014, 30, 1772-1799.	1.2	21
25	#MeToo and beyond: inequality and injustice in marketing practice and academia. <i>Journal of Marketing Management</i> , 2021, 37, 1-20.	1.2	21
26	Consuming Families: Marketing, Consumption and the Role of Families in the Twenty-first Century. <i>Journal of Marketing Management</i> , 2006, 22, 899-905.	1.2	20
27	Food, markets & culture: The representation of food in everyday life. <i>Consumption Markets and Culture</i> , 2005, 8, 1-5.	1.3	19
28	Ambiguity of Purpose and the Politics of Failure: Sustainability as Macromarketingâ€™s Compelling Political Calling. <i>Journal of Macromarketing</i> , 2021, 41, 166-171.	1.7	18
29	The Established and Potential Mediating Variables in the Child's Understanding of Advertising Intent : Towards a Research Agenda. <i>Journal of Marketing Management</i> , 2002, 18, 481-499.	1.2	17
30	Rhetoric versus Reality: Exploring Consumer Empowerment in a Maternity Setting. <i>Consumption Markets and Culture</i> , 2007, 10, 375-400.	1.3	16
31	Contemporary families and consumption. <i>Journal of Consumer Behaviour</i> , 2007, 6, 159-163.	2.6	15
32	Children's Understanding of Television Advertising Intent. <i>Journal of Marketing Management</i> , 2003, 19, 411-431.	1.2	14
33	A cross-cultural examination of the environmental information on packaging: Implications for advertisers. <i>Advances in International Marketing</i> , 0, , 153-174.	0.3	10
34	Organics: marketplace icon. <i>Consumption Markets and Culture</i> , 2019, 22, 83-90.	1.3	9
35	Hidden in Plain Sight: Building Visibility for Critical Gender Perspectives Exploring Markets, Marketing and Society. <i>Journal of Macromarketing</i> , 2020, 40, 437-444.	1.7	8
36	â€™tâ€™s hard to be what you canâ€™t seeâ€™ - gender representation in marketingâ€™s academic journals. <i>Journal of Marketing Management</i> , 2021, 37, 28-39.	1.2	8

#	ARTICLE	IF	CITATIONS
37	â€œWe're Sorry to Hear You've Been Unwellâ€: â€™ Personal Reflections on Health and Wellâ€being in the Workplace. Journal of Management Studies, 2017, 54, 118-124.	6.0	6
38	The F Word: The Use of Fear in Advertising to Mothers. Advertising and Society Review, 2006, 7, .	0.3	4
39	Sustainable Consumption, Consumer Culture and the Politics of a Megatrend. , 0, , 478-498.		4
40	Is sustainable marketing based on virtue ethics the answer to addressing socio-ecological challenges facing humankind?. AMS Review, 2021, 11, 134-139.	1.1	2
41	The marketing message: Being broadcast loud and clear?. Journal of Marketing Management, 1992, 8, 21-34.	1.2	1
42	Special Issue on Sustainability as Megatrend. Journal of Macromarketing, 2012, 32, 461-461.	1.7	1
43	Consuming Austerity: Visual Representations. Research in Consumer Behavior, 2014, , 133-153.	0.3	1
44	Re-affirming the Prevailing Order?. , 2014, , 29-38.		1
45	Does the marketing education group conference amplify the voice of marketingâ€beyond its small world?. Journal of Marketing Management, 1993, 9, 355-372.	1.2	0