

# Andrea Prothero

## List of Publications by Year in descending order

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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	Ambiguity of Purpose and the Politics of Failure: Sustainability as Macromarketing's Compelling Political Calling. <i>Journal of Macromarketing</i> , 2021, 41, 166-171.	1.7	18
2	"It's hard to be what you can't see" - gender representation in marketing's academic journals. <i>Journal of Marketing Management</i> , 2021, 37, 28-39.	1.2	8
3	#MeToo and beyond: inequality and injustice in marketing practice and academia. <i>Journal of Marketing Management</i> , 2021, 37, 1-20.	1.2	21
4	Is sustainable marketing based on virtue ethics the answer to addressing socio-ecological challenges facing humankind?. <i>AMS Review</i> , 2021, 11, 134-139.	1.1	2
5	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
6	Organics: marketplace icon. <i>Consumption Markets and Culture</i> , 2019, 22, 83-90.	1.3	9
7	Beauty bloggers and YouTubers as a community of practice. <i>Journal of Marketing Management</i> , 2018, 34, 592-619.	1.2	51
8	"We're Sorry to Hear You've Been Unwell" - Personal Reflections on Health and Wellbeing in the Workplace. <i>Journal of Management Studies</i> , 2017, 54, 118-124.	6.0	6
9	Beauty blogger selfies as authenticating practices. <i>European Journal of Marketing</i> , 2016, 50, 1858-1878.	1.7	59
10	Enacted voluntary simplicity - exploring the consequences of requesting consumers to intentionally consume less. <i>European Journal of Marketing</i> , 2016, 50, 189-212.	1.7	60
11	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
12	Consuming Austerity: Visual Representations. <i>Research in Consumer Behavior</i> , 2014, , 133-153.	0.3	1
13	Sustainability marketing research: past, present and future. <i>Journal of Marketing Management</i> , 2014, 30, 1186-1219.	1.2	258
14	Re-affirming the Prevailing Order?. , 2014, , 29-38.		1
15	Special Issue on Sustainability as Megatrend. <i>Journal of Macromarketing</i> , 2012, 32, 461-461.	1.7	1
16	Pester power - A battle of wills between children and their parents. <i>Journal of Marketing Management</i> , 2011, 27, 561-581.	1.2	81
17	Sustainable Consumption: Opportunities for Consumer Research and Public Policy. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 31-38.	2.2	553
18	Motherhood, Marketization, and Consumer Vulnerability. <i>Journal of Macromarketing</i> , 2010, 30, 384-397.	1.7	56

#	ARTICLE	IF	CITATIONS
19	Is Green the New Black? Reflections on a Green Commodity Discourse. <i>Journal of Macromarketing</i> , 2010, 30, 147-159.	1.7	136
20	The Institutional Foundations of Materialism in Western Societies. <i>Journal of Macromarketing</i> , 2009, 29, 259-278.	1.7	54
21	Exploring children's understanding of television advertising â€“ beyond the advertiser's perspective. <i>European Journal of Marketing</i> , 2008, 42, 1203-1223.	1.7	40
22	Rhetoric versus Reality: Exploring Consumer Empowerment in a Maternity Setting. <i>Consumption Markets and Culture</i> , 2007, 10, 375-400.	1.3	16
23	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
24	Contemporary families and consumption. <i>Journal of Consumer Behaviour</i> , 2007, 6, 159-163.	2.6	15
25	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
26	The F Word: The Use of Fear in Advertising to Mothers. <i>Advertising and Society Review</i> , 2006, 7, .	0.3	4
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	The European consumersâ€™ understanding and perceptions of the â€œorganicâ€•food regime. <i>British Food Journal</i> , 2004, 106, 93-105.	1.6	147
29	Beyond the frills of relationship marketing. <i>Journal of Business Research</i> , 2004, 57, 1286-1294.	5.8	75
30	Childrenâ€™s Understanding of Television Advertising Intent. <i>Journal of Marketing Management</i> , 2003, 19, 411-431.	1.2	25
31	Sustainable consumption: consumption, consumers and the commodity discourse. <i>Consumption Markets and Culture</i> , 2003, 6, 275-291.	1.3	198
32	Children's Understanding of Television Advertising Intent. <i>Journal of Marketing Management</i> , 2003, 19, 411-431.	1.2	14
33	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
34	Greening Capitalism: Opportunities for a Green Commodity. <i>Journal of Macromarketing</i> , 2000, 20, 46-55.	1.7	122
35	Green Marketing: The 'Fad' That Won't Slip Slide Away. <i>Journal of Marketing Management</i> , 1998, 14, 507-512.	1.2	30
36	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

#	ARTICLE	IF	CITATIONS
37	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
38	Communicating greener strategies: a study of on-pack communication. <i>Business Strategy and the Environment</i> , 1997, 6, 74-82.	8.5	39
39	Environmental decision making: research issues in the cosmetics and toiletries industry. <i>Marketing Intelligence and Planning</i> , 1996, 14, 19-25.	2.1	25
40	Does the marketing education group conference amplify the voice of marketing beyond its small world?. <i>Journal of Marketing Management</i> , 1993, 9, 355-372.	1.2	0
41	The marketing message: Being broadcast loud and clear?. <i>Journal of Marketing Management</i> , 1992, 8, 21-34.	1.2	1
42	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
43	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
44	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
45	Sustainable Consumption, Consumer Culture and the Politics of a Megatrend. , 0, , 478-498.		4