

# Arild WÃ|raas

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5857308/publications.pdf>

Version: 2024-02-01

26  
papers

1,190  
citations

516215

16  
h-index

580395

25  
g-index

30  
all docs

30  
docs citations

30  
times ranked

749  
citing authors

#	ARTICLE	IF	CITATIONS
1	Defining the essence of a university: lessons from higher education branding. Higher Education, 2009, 57, 449-462.	2.8	241
2	CSR-Washing is Rare: A Conceptual Framework, Literature Review, and Critique. Journal of Business Ethics, 2016, 137, 173-193.	3.7	168
3	Public Sector Organizations and Reputation Management: Five Problems. International Public Management Journal, 2012, 15, 186-206.	1.2	151
4	Translation Theory â€˜Translatedâ€™™: Three Perspectives on Translation in Organizational Research. International Journal of Management Reviews, 2016, 18, 236-270.	5.2	113
5	Trapped in conformity? Translating reputation management into practice. Scandinavian Journal of Management, 2014, 30, 242-253.	1.0	62
6	When reputation management is people management: Implications for employee voice. European Management Journal, 2020, 38, 277-287.	3.1	46
7	Place, Organization, Democracy: Three Strategies For Municipal Branding. Public Management Review, 2015, 17, 1282-1304.	3.4	43
8	Green legitimation: the construction of an environmental ethos. International Journal of Organizational Analysis, 2009, 17, 84-102.	1.6	39
9	Communicating Identity. Administration and Society, 2010, 42, 526-549.	1.2	38
10	Branding without Unique Brands: Managing similarity and difference in a public sector context. Public Management Review, 2015, 17, 443-461.	3.4	35
11	The University Branding Game. International Studies of Management and Organization, 2015, 45, 164-179.	0.4	24
12	Beauty From Within. American Review of Public Administration, 2014, 44, 675-692.	1.5	22
13	Being All Things to All Customers: Building Reputation in an Institutionalized Field. British Journal of Management, 2015, 26, 310-326.	3.3	22
14	The re-enchantment of social institutions: Max Weber and public relations. Public Relations Review, 2007, 33, 281-286.	1.9	20
15	When management concepts enter the public sector: a dual-level translation perspective. Public Management Review, 2020, 22, 234-254.	3.4	19
16	Internal branding in higher education: dialectical tensions underlying the discursive legitimation of a new brand of student diversity. Higher Education Research and Development, 2020, 39, 230-243.	1.9	14
17	Building a Sector Reputation: The Strategic Communication of National Higher Education. International Journal of Strategic Communication, 2016, 10, 165-176.	0.9	13
18	Putting on the Velvet Glove: The Paradox of â€œSoftâ€•Core Values in â€œHardâ€•Organizations. Administration and Society, 2018, 50, 53-77.	1.2	13

#	ARTICLE	IF	CITATIONS
19	Making a Difference: Strategic Positioning in Municipal Reputation Building. Local Government Studies, 2015, 41, 280-300.	1.6	12
20	Understanding change in circulating constructs: collective learning, translation and adaptation. Learning Organization, 2021, 28, 1-14.	0.7	9
21	Silence from the brands: message control, brand ambassadorship, and the public interest. International Journal of Organization Theory and Behavior, 2020, 23, 259-280.	0.5	7
22	What We Stand For: Reputation Platforms in Scandinavian Higher Education. , 2019, , 155-181.		7
23	They Put Themselves Out There: A Longitudinal Study of Organizational Expressiveness. Corporate Reputation Review, 2020, 23, 267-279.	1.1	3
24	Fra forvaltningsinstruks til visjon: NSBs identitetsutvikling ved tusenÅrskiftet. Norsk Statsvitenskapelig Tidsskrift, 2007, 23, 149-172.	0.1	2
25	Organizational Identity and Corporate Social Responsibility (CSR) Legitimation. , 2020, , 1-20.		0
26	Organizational Identity and Corporate Social Responsibility (CSR) Legitimation. , 2020, , 1059-1078.		0