

# Vikram Kapoor

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6817367/publications.pdf>

Version: 2024-02-01

4  
papers

34  
citations

2258059

3  
h-index

2550090

3  
g-index

4  
all docs

4  
docs citations

4  
times ranked

24  
citing authors

| # | ARTICLE  | IF  | CITATIONS |
|---|--|-----|-----------|
| 1 | One step deeper: gender and congruity in celebrity endorsement. <i>Marketing Intelligence and Planning</i> , 2017, 35, 774-788.  | 3.5 | 15        |
| 2 | Liminal consumption of "the cosmic ballet": an autoethnography. <i>Consumption Markets and Culture</i> , 2020, 23, 61-80.  | 2.1 | 9         |
| 3 | Ritual Revision During a Crisis: The Case of Indian Religious Rituals During the COVID-19 Pandemic. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 277-297. | 3.4 | 8         |
| 4 | Coping and career choices: Irish gay men's passage from hopelessness to redemption. <i>Consumption Markets and Culture</i> , 2020, , 1-27.                             | 2.1 | 2         |