

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