

Rob Lawson

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/71361/publications.pdf>

Version: 2024-02-01

18
papers

746
citations

840776

11
h-index

888059

17
g-index

18
all docs

18
docs citations

18
times ranked

740
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | Energy cultures: A framework for understanding energy behaviours. <i>Energy Policy</i> , 2010, 38, 6120-6129. | 8.8 | 378 |
| 2 | The symbolic consumption of music. <i>Journal of Marketing Management</i> , 2010, 26, 671-685. | 2.3 | 60 |
| 3 | Lifestyle segmentation and museum/gallery visiting behaviour. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2001, 6, 269-277. | 0.8 | 57 |
| 4 | Consumer Lifestyles: A Social Stratification Perspective. <i>Marketing Theory</i> , 2002, 2, 295-307. | 3.1 | 43 |
| 5 | Towards an Understanding of Frugal Consumers. <i>Australasian Marketing Journal</i> , 2003, 11, 8-18. | 5.4 | 43 |
| 6 | The Consumption of Music as Self-Representation in Social Interaction. <i>Australasian Marketing Journal</i> , 2009, 17, 16-26. | 5.4 | 31 |
| 7 | Subjective Well-Being of Different Consumer Lifestyle Segments. <i>Journal of Macromarketing</i> , 2011, 31, 172-183. | 2.6 | 25 |
| 8 | Applying the international wellbeing index to investigate subjective wellbeing of New Zealanders with European and with Maori heritage. <i>Kotuitui: New Zealand Journal of Social Sciences Online</i> , 2008, 3, 57-72. | 0.9 | 19 |
| 9 | Perspectives on Academic Publishing: Advice for Those Just Starting. <i>Australasian Marketing Journal</i> , 1998, 6, 63-80. | 5.4 | 18 |
| 10 | Subjective Wellbeing and its Influence on Consumer Sentiment Towards Marketing: A New Zealand Example. <i>Journal of Happiness Studies</i> , 2012, 13, 149-166. | 3.2 | 18 |
| 11 | Research Note: Addressing Tourism Public Policy Issues through Attitude Segmentation of Host Communities. <i>Current Issues in Tourism</i> , 2001, 4, 392-400. | 7.2 | 12 |
| 12 | A lifestyle analysis of New Zealand customers. <i>Asia Pacific Journal of Marketing and Logistics</i> , 1998, 10, 30-47. | 3.2 | 9 |
| 13 | Human nature and the marketing concept. <i>Marketing Theory</i> , 2004, 4, 311-326. | 3.1 | 8 |
| 14 | Relationships between Consumer Sentiment towards Marketing and Consumer Lifestyles. <i>Australasian Marketing Journal</i> , 2001, 9, 7-22. | 5.4 | 7 |
| 15 | Teaching the history of marketing theory. <i>Journal of Historical Research in Marketing</i> , 2010, 2, 467-478. | 0.4 | 6 |
| 16 | Travel agents' attitudes towards automation and the delivery of service. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2000, 12, 60-72. | 3.2 | 5 |
| 17 | Energy Cultures - A Framework for Interdisciplinary Research. , 2011, , . | | 5 |
| 18 | Contemporary Perspectives on Sustainability and Marketing in a Financially Challenged Environment – Editorial Comment. <i>Australasian Marketing Journal</i> , 2010, 18, 179-180. | 5.4 | 2 |