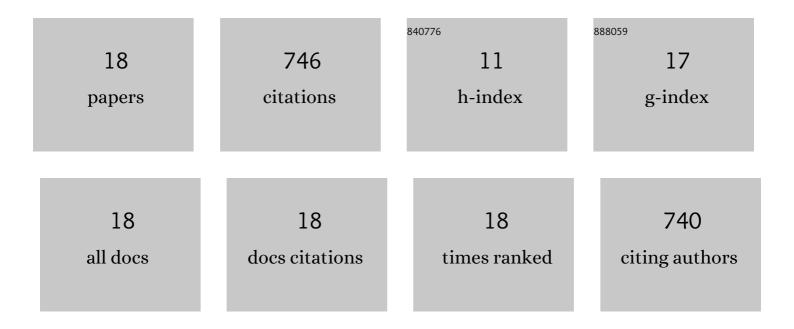
Rob Lawson

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/71361/publications.pdf Version: 2024-02-01



ROBLANSON

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