

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	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
2	Subjective Well-Being of Different Consumer Lifestyle Segments. <i>Journal of Macromarketing</i> , 2011, 31, 172-183.	2.6	25
3	Energy Cultures - A Framework for Interdisciplinary Research. , 2011, , .		5
4	Energy cultures: A framework for understanding energy behaviours. <i>Energy Policy</i> , 2010, 38, 6120-6129.	8.8	378
5	The symbolic consumption of music. <i>Journal of Marketing Management</i> , 2010, 26, 671-685.	2.3	60
6	Teaching the history of marketing theory. <i>Journal of Historical Research in Marketing</i> , 2010, 2, 467-478.	0.4	6
7	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
8	The Consumption of Music as Self-Representation in Social Interaction. <i>Australasian Marketing Journal</i> , 2009, 17, 16-26.	5.4	31
9	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
10	Human nature and the marketing concept. <i>Marketing Theory</i> , 2004, 4, 311-326.	3.1	8
11	Towards an Understanding of Frugal Consumers. <i>Australasian Marketing Journal</i> , 2003, 11, 8-18.	5.4	43
12	Consumer Lifestyles: A Social Stratification Perspective. <i>Marketing Theory</i> , 2002, 2, 295-307.	3.1	43
13	Relationships between Consumer Sentiment towards Marketing and Consumer Lifestyles. <i>Australasian Marketing Journal</i> , 2001, 9, 7-22.	5.4	7
14	Lifestyle segmentation and museum/gallery visiting behaviour. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2001, 6, 269-277.	0.8	57
15	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
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	Perspectives on Academic Publishing: Advice for Those Just Starting. <i>Australasian Marketing Journal</i> , 1998, 6, 63-80.	5.4	18
18	A lifestyle analysis of New Zealand customers. <i>Asia Pacific Journal of Marketing and Logistics</i> , 1998, 10, 30-47.	3.2	9