

# Mark Tadajewski

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

72 papers	1,469 citations	21 h-index	33 g-index
112 ext. papers	1,755 ext. citations	2 avg, IF	5.72 L-index

#	Paper	IF	Citations
72	Towards a history of critical marketing studies. <i>Journal of Marketing Management</i> , <b>2010</b> , 26, 773-824	3.2	111
71	Remembering motivation research: toward an alternative genealogy of interpretive consumer research. <i>Marketing Theory</i> , <b>2006</b> , 6, 429-466	2.5	105
70	Historical research in marketing theory and practice: a review essay. <i>Journal of Marketing Management</i> , <b>2014</b> , 30, 1239-1291	3.2	79
69	The ordering of marketing theory: the influence of McCarthyism and the Cold War. <i>Marketing Theory</i> , <b>2006</b> , 6, 163-199	2.5	65
68	Academic labour, journal ranking lists and the politics of knowledge production in marketing. <i>Journal of Marketing Management</i> , <b>2016</b> , 32, 1-18	3.2	54
67	The discourses of marketing and development: towards critical transformative marketing research. <i>Journal of Marketing Management</i> , <b>2014</b> , 30, 1728-1771	3.2	43
66	Scientific marketing management and the emergence of the ethical marketing concept. <i>Journal of Marketing Management</i> , <b>2012</b> , 28, 37-61	3.2	36
65	Rethinking the Emergence of Relationship Marketing. <i>Journal of Macromarketing</i> , <b>2009</b> , 29, 193-206	1.9	29
64	Compensatory consumption and consumer compromises: a state-of-the-art review. <i>Journal of Marketing Management</i> , <b>2018</b> , 34, 96-133	3.2	27
63	Character analysis and racism in marketing theory and practice. <i>Marketing Theory</i> , <b>2012</b> , 12, 485-508	2.5	27
62	Crafting the market for bottled water: a social praxeology approach. <i>European Journal of Marketing</i> , <b>2015</b> , 49, 327-349	4.4	25
61	Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR). <i>Journal of Macromarketing</i> , <b>2015</b> , 35, 257-271	1.9	25
60	Relationship Marketing at Wanamaker's in the Nineteenth and Early Twentieth Centuries. <i>Journal of Macromarketing</i> , <b>2008</b> , 28, 169-182	1.9	24
59	The Philosophy of Marketing Theory: Historical and Future Directions. <i>The Marketing Review</i> , <b>2004</b> , 4, 307-340	1.3	24
58	Producing historical critical marketing studies: theory, method and politics. <i>Journal of Historical Research in Marketing</i> , <b>2011</b> , 3, 549-575	0.3	23
57	History of Marketing Thought <b>2008</b> ,		22
56	History and critical marketing studies. <i>Journal of Historical Research in Marketing</i> , <b>2012</b> , 4, 440-452	0.3	21

55	Focus groups: history, epistemology and non-individualistic consumer research. <i>Consumption Markets and Culture</i> , <b>2016</b> , 19, 319-345	1.7	20
54	Remembering female contributors to marketing theory, thought and practice. <i>Journal of Historical Research in Marketing</i> , <b>2013</b> , 5, 260-272	0.3	20
53	Reading the marketing revolution through the prism of the FBI. <i>Journal of Marketing Management</i> , <b>2010</b> , 26, 90-107	3.2	20
52	Correspondence sales education in the early twentieth century: The case of The Sheldon School (1902-19). <i>Business History</i> , <b>2011</b> , 53, 1130-1151	0.4	20
51	Eventualizing the marketing concept. <i>Journal of Marketing Management</i> , <b>2009</b> , 25, 191-217	3.2	19
50	Promoting the consumer society: Ernest Dichter, the Cold War and FBI. <i>Journal of Historical Research in Marketing</i> , <b>2013</b> , 5, 192-211	0.3	18
49	Competition, cooperation and open price associations. <i>Journal of Historical Research in Marketing</i> , <b>2009</b> , 1, 122-143	0.3	18
48	Percival White (1887-1970): Marketing Engineer. <i>Marketing Theory</i> , <b>2011</b> , 11, 455-478	2.5	18
47	Critical Marketing Studies <b>2009</b> ,		18
46	Quaker Travels, Fellow Traveler?: Wroe Alderson's Visit to Russia during the Cold War. <i>Journal of Macromarketing</i> , <b>2009</b> , 29, 303-324	1.9	17
45	Paradigm debates and marketing theory, thought and practice. <i>Journal of Historical Research in Marketing</i> , <b>2014</b> , 6, 303-330	0.3	16
44	Helen Woodward and Hazel Kyrk. <i>Journal of Historical Research in Marketing</i> , <b>2013</b> , 5, 385-412	0.3	15
43	Anti-corporate protest as consumer spectacle. <i>Management Decision</i> , <b>2002</b> , 40, 363-371	4.4	15
42	Key Concepts in Critical Management Studies <b>2011</b> ,		15
41	Sanctioning value: The legal system, hyper-power and the legitimation of MP3. <i>Marketing Theory</i> , <b>2017</b> , 17, 219-240	2.5	14
40	Belk's (1988) Possessions and the extended self revisited. <i>Journal of Historical Research in Marketing</i> , <b>2015</b> , 7, 184-207	0.3	12
39	Anthropology and consumer research: qualitative insights into green consumer behavior. <i>Qualitative Market Research</i> , <b>2006</b> , 9, 8-25	1.6	12
38	Relevance, responsibility, critical performativity, testimony and positive marketing: contributing to marketing theory, thought and practice. <i>Journal of Marketing Management</i> , <b>2016</b> , 32, 1513-1536	3.2	11

37	The emergence of MP3 technology. <i>Journal of Historical Research in Marketing</i> , <b>2010</b> , 2, 397-425	0.3	11
36	Macromarketing Roundtable Commentary: The Export of Marketing Education. <i>Journal of Macromarketing</i> , <b>2011</b> , 31, 312-321	1.9	11
35	Habit as a central concept in marketing. <i>Marketing Theory</i> , <b>2019</b> , 19, 447-466	2.5	9
34	Origins of marketing thought in Britain. <i>European Journal of Marketing</i> , <b>2015</b> , 49, 1016-1039	4.4	9
33	The Complete English Tradesman: Business relations, trust, and honesty or Let's rethink the history of relationship marketing. <i>Journal of Historical Research in Marketing</i> , <b>2015</b> , 7, 407-422	0.3	9
32	Waste, Art, and Social Change: Transformative Consumer Research Outside of the Academy?. <i>Journal of Macromarketing</i> , <b>2014</b> , 34, 80-86	1.9	9
31	Intellectual contributions and Gap-spotting. <i>Journal of Marketing Management</i> , <b>2011</b> , 27, 449-457	3.2	9
30	Editing The History of Marketing Thought. <i>Journal of Historical Research in Marketing</i> , <b>2009</b> , 1, 318-329	0.3	8
29	Cognitive anthropology and the problem-solving behaviour of green consumers. <i>Journal of Consumer Behaviour</i> , <b>2006</b> , 5, 235-244	3	8
28	Hyper-power, the marketing concept and consumer as Boss. <i>Marketing Theory</i> , <b>2016</b> , 16, 513-531	2.5	8
27	Charting relationship marketing practice: it really didn't emerge in the 1970s. <i>Journal of Historical Research in Marketing</i> , <b>2015</b> , 7, 486-508	0.3	7
26	Thinking 'Communities of Academic Practice': on space, enterprise and governance in marketing academia. <i>Journal of Marketing Management</i> , <b>2009</b> , 25, 635-642	3.2	6
25	Critical reflections on the marketing concept and consumer sovereignty <b>2018</b> , 196-224		5
24	What Is Critical Marketing Studies? Reading Macro, Social, and Critical Marketing Studies <b>2014</b> , 39-52		5
23	The Rotary Club and the Promotion of the Social Responsibilities of Business in the Early 20th Century. <i>Business and Society</i> , <b>2017</b> , 56, 975-1003	4.5	4
22	Interpreting Brown and Hackley (2012). <i>Journal of Historical Research in Marketing</i> , <b>2012</b> , 4, 316-323	0.3	4
21	Marketing Theory <b>2008</b> ,		4
20	Critical Marketing Studies 83-87		4

19	The alternative Marketing Revolution <i>Journal of Historical Research in Marketing</i> , <b>2016</b> , 8, 308-334	0.3	4
18	Marketing and the Cold War: an overview. <i>Journal of Historical Research in Marketing</i> , <b>2016</b> , 8, 2-16	0.3	4
17	Autobiographical reflections part II: risk, tenacity and philosophies of research. <i>Journal of Historical Research in Marketing</i> , <b>2017</b> , 9, 210-216	0.3	3
16	Reading Professor David D. Monieson. <i>Journal of Historical Research in Marketing</i> , <b>2010</b> , 2, 227-237	0.3	3
15	Critical Marketing <i>Marketing in Critical Condition</i> 127-150		3
14	Ernest Dichter and Consumer Behaviour: Intellectual Primacy and Interpretive Consumer Research <b>2010</b> , 91-106		3
13	From goods-dominant logic to service-dominant logic? Service, service capitalism and service socialism. <i>Marketing Theory</i> , <b>2021</b> , 21, 113-134	2.5	3
12	Modern pioneers in marketing: autobiographical sketches by leading scholars. <i>Journal of Historical Research in Marketing</i> , <b>2017</b> , 9, 118-126	0.3	2
11	Dixon's library: on the structuring of the marketplace and marketing practices. <i>Journal of Historical Research in Marketing</i> , <b>2011</b> , 3, 118-130	0.3	2
10	Introducing and advancing Critical Marketing Studies <b>2018</b> , 1-34		2
9	Foundations of Marketing Thought		2
8	Marketization: Exploring the Geographic Expansion of Market Ideology <b>2020</b> , 3-20		2
7	On being critically oriented in precarious times: for resistant curiosity. <i>Journal of Marketing Management</i> , 1-12	3.2	1
6	Writing telepathy back into marketing theory. <i>Marketing Theory</i> , 147059312210956	2.5	1
5	Engaging marketing management. <i>Journal of Marketing Management</i> , <b>2012</b> , 28, 955-956	3.2	
4	When you tire of marketing you tire of life <i>Why you should attend the Academy of Marketing conference. Journal of Marketing Management</i> , <b>2020</b> , 36, 1611-1614	3.2	
3	NEGOTIATING INCOMMENSURABILITY IN MARKETING THEORY. <i>Advances in Doctoral Research in Management</i> , <b>2006</b> , 21-46		
2	William A. Shryer, scientific advertising, habits and motivation research. <i>Journal of Historical Research in Marketing</i> , <b>2020</b> , 12, 197-218	0.3	

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The Knack of Selling: scientific salesmanship, relational themes and military metaphors in early marketing thought. *Journal of Historical Research in Marketing*, **2020**, 12, 239-262

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