

Mark Tadajewski

List of Publications by Year in Descending Order

Source: <https://exaly.com/author-pdf/7602130/mark-tadajewski-publications-by-year.pdf>
Version: 2024-04-09

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.
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	From goods-dominant logic to service-dominant logic? Service, service capitalism and service socialism. <i>Marketing Theory</i> , 2021 , 21, 113-134	2.5	3
71	When you tire of marketing you tire of life! Or why you should attend the Academy of Marketing conference. <i>Journal of Marketing Management</i> , 2020 , 36, 1611-1614	3.2	
70	Marketization: Exploring the Geographic Expansion of Market Ideology 2020 , 3-20		2
69	William A. Shryer, scientific advertising, habits and motivation research. <i>Journal of Historical Research in Marketing</i> , 2020 , 12, 197-218	0.3	
68	The Knack of Selling: scientific salesmanship, relational themes and military metaphors in early marketing thought. <i>Journal of Historical Research in Marketing</i> , 2020 , 12, 239-262	0.3	
67	Habit as a central concept in marketing. <i>Marketing Theory</i> , 2019 , 19, 447-466	2.5	9
66	Compensatory consumption and consumer compromises: a state-of-the-art review. <i>Journal of Marketing Management</i> , 2018 , 34, 96-133	3.2	27
65	Introducing and advancing Critical Marketing Studies 2018 , 1-34		2
64	Critical reflections on the marketing concept and consumer sovereignty 2018 , 196-224		5
63	The Rotary Club and the Promotion of the Social Responsibilities of Business in the Early 20th Century. <i>Business and Society</i> , 2017 , 56, 975-1003	4.5	4
62	Modern pioneers in marketing: autobiographical sketches by leading scholars. <i>Journal of Historical Research in Marketing</i> , 2017 , 9, 118-126	0.3	2
61	Sanctioning value: The legal system, hyper-power and the legitimization of MP3. <i>Marketing Theory</i> , 2017 , 17, 219-240	2.5	14
60	Autobiographical reflections part II: risk, tenacity and philosophies of research. <i>Journal of Historical Research in Marketing</i> , 2017 , 9, 210-216	0.3	3
59	Relevance, responsibility, critical performativity, testimony and positive marketing: contributing to marketing theory, thought and practice. <i>Journal of Marketing Management</i> , 2016 , 32, 1513-1536	3.2	11
58	Focus groups: history, epistemology and non-individualistic consumer research. <i>Consumption Markets and Culture</i> , 2016 , 19, 319-345	1.7	20
57	Academic labour, journal ranking lists and the politics of knowledge production in marketing. <i>Journal of Marketing Management</i> , 2016 , 32, 1-18	3.2	54
56	The alternative Marketing Revolution <i>Journal of Historical Research in Marketing</i> , 2016 , 8, 308-334	0.3	4

55	Marketing and the Cold War: an overview. <i>Journal of Historical Research in Marketing</i> , 2016 , 8, 2-16	0.3	4
54	Hyper-power, the marketing concept and consumer as Boss. <i>Marketing Theory</i> , 2016 , 16, 513-531	2.5	8
53	Origins of marketing thought in Britain. <i>European Journal of Marketing</i> , 2015 , 49, 1016-1039	4.4	9
52	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> , 2015 , 7, 407-422	0.3	9
51	Charting relationship marketing practice: it really didn't emerge in the 1970s. <i>Journal of Historical Research in Marketing</i> , 2015 , 7, 486-508	0.3	7
50	Belk's (1988) Possessions and the extended self revisited. <i>Journal of Historical Research in Marketing</i> , 2015 , 7, 184-207	0.3	12
49	Crafting the market for bottled water: a social praxeology approach. <i>European Journal of Marketing</i> , 2015 , 49, 327-349	4.4	25
48	Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR). <i>Journal of Macromarketing</i> , 2015 , 35, 257-271	1.9	25
47	Historical research in marketing theory and practice: a review essay. <i>Journal of Marketing Management</i> , 2014 , 30, 1239-1291	3.2	79
46	Waste, Art, and Social Change: Transformative Consumer Research Outside of the Academy?. <i>Journal of Macromarketing</i> , 2014 , 34, 80-86	1.9	9
45	Paradigm debates and marketing theory, thought and practice. <i>Journal of Historical Research in Marketing</i> , 2014 , 6, 303-330	0.3	16
44	The discourses of marketing and development: towards critical transformative marketing research. <i>Journal of Marketing Management</i> , 2014 , 30, 1728-1771	3.2	43
43	What Is Critical Marketing Studies? Reading Macro, Social, and Critical Marketing Studies 2014 , 39-52		5
42	Helen Woodward and Hazel Kyrk. <i>Journal of Historical Research in Marketing</i> , 2013 , 5, 385-412	0.3	15
41	Promoting the consumer society: Ernest Dichter, the Cold War and FBI. <i>Journal of Historical Research in Marketing</i> , 2013 , 5, 192-211	0.3	18
40	Remembering female contributors to marketing theory, thought and practice. <i>Journal of Historical Research in Marketing</i> , 2013 , 5, 260-272	0.3	20
39	Engaging marketing management. <i>Journal of Marketing Management</i> , 2012 , 28, 955-956	3.2	
38	Character analysis and racism in marketing theory and practice. <i>Marketing Theory</i> , 2012 , 12, 485-508	2.5	27

37	Scientific marketing management and the emergence of the ethical marketing concept. <i>Journal of Marketing Management</i> , 2012 , 28, 37-61	3.2	36
36	Interpreting Brown and Hackley (2012). <i>Journal of Historical Research in Marketing</i> , 2012 , 4, 316-323	0.3	4
35	History and critical marketing studies. <i>Journal of Historical Research in Marketing</i> , 2012 , 4, 440-452	0.3	21
34	Dixon's library: on the structuring of the marketplace and marketing practices. <i>Journal of Historical Research in Marketing</i> , 2011 , 3, 118-130	0.3	2
33	Producing historical critical marketing studies: theory, method and politics. <i>Journal of Historical Research in Marketing</i> , 2011 , 3, 549-575	0.3	23
32	Correspondence sales education in the early twentieth century: The case of The Sheldon School (1902B9). <i>Business History</i> , 2011 , 53, 1130-1151	0.4	20
31	Percival White (1887-1970): Marketing Engineer. <i>Marketing Theory</i> , 2011 , 11, 455-478	2.5	18
30	Macromarketing Roundtable Commentary: The Export of Marketing Education. <i>Journal of Macromarketing</i> , 2011 , 31, 312-321	1.9	11
29	Intellectual contributions and gap-spotting. <i>Journal of Marketing Management</i> , 2011 , 27, 449-457	3.2	9
28	Key Concepts in Critical Management Studies 2011 ,		15
27	Towards a history of critical marketing studies. <i>Journal of Marketing Management</i> , 2010 , 26, 773-824	3.2	111
26	The emergence of MP3 technology. <i>Journal of Historical Research in Marketing</i> , 2010 , 2, 397-425	0.3	11
25	Reading the marketing revolution through the prism of the FBI. <i>Journal of Marketing Management</i> , 2010 , 26, 90-107	3.2	20
24	Reading Professor David D. Monieson. <i>Journal of Historical Research in Marketing</i> , 2010 , 2, 227-237	0.3	3
23	Ernest Dichter and Consumer Behaviour: Intellectual Primacy and Interpretive Consumer Research 2010 , 91-106		3
22	Thinking 'Communities of Academic Practice': on space, enterprise and governance in marketing academia. <i>Journal of Marketing Management</i> , 2009 , 25, 635-642	3.2	6
21	Eventalizing the marketing concept. <i>Journal of Marketing Management</i> , 2009 , 25, 191-217	3.2	19
20	Rethinking the Emergence of Relationship Marketing. <i>Journal of Macromarketing</i> , 2009 , 29, 193-206	1.9	29

19	Competition, cooperation and open price associations. <i>Journal of Historical Research in Marketing</i> , 2009 , 1, 122-143	0.3	18
18	Quaker Travels, Fellow Traveler?: Wroe Alderson's Visit to Russia during the Cold War. <i>Journal of Macromarketing</i> , 2009 , 29, 303-324	1.9	17
17	Editing The History of Marketing Thought. <i>Journal of Historical Research in Marketing</i> , 2009 , 1, 318-329	0.3	8
16	Critical Marketing Studies 2009 ,		18
15	Relationship Marketing at Wanamaker's in the Nineteenth and Early Twentieth Centuries. <i>Journal of Macromarketing</i> , 2008 , 28, 169-182	1.9	24
14	Marketing Theory 2008 ,		4
13	History of Marketing Thought 2008 ,		22
12	Cognitive anthropology and the problem-solving behaviour of green consumers. <i>Journal of Consumer Behaviour</i> , 2006 , 5, 235-244	3	8
11	The ordering of marketing theory: the influence of McCarthyism and the Cold War. <i>Marketing Theory</i> , 2006 , 6, 163-199	2.5	65
10	Anthropology and consumer research: qualitative insights into green consumer behavior. <i>Qualitative Market Research</i> , 2006 , 9, 8-25	1.6	12
9	Remembering motivation research: toward an alternative genealogy of interpretive consumer research. <i>Marketing Theory</i> , 2006 , 6, 429-466	2.5	105
8	NEGOTIATING INCOMMENSURABILITY IN MARKETING THEORY. <i>Advances in Doctoral Research in Management</i> , 2006 , 21-46		
7	The Philosophy of Marketing Theory: Historical and Future Directions. <i>The Marketing Review</i> , 2004 , 4, 307-340	1.3	24
6	Anti-corporate protest as consumer spectacle. <i>Management Decision</i> , 2002 , 40, 363-371	4.4	15
5	On being critically oriented in precarious times: for resistant curiosity. <i>Journal of Marketing Management</i> , 1-12	3.2	1
4	Critical Marketing [Marketing in Critical Condition] 127-150		3
3	Critical Marketing Studies 83-87		4
2	Foundations of Marketing Thought		2

1 Writing telepathy back into marketing theory. *Marketing Theory*, 147059312210956 2.5 1