

# Robert V Kozinets

## List of Publications by Citations

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57  
papers

10,216  
citations

29  
h-index

72  
g-index

72  
ext. papers

11,495  
ext. citations

5.5  
avg, IF

7.02  
L-index

#	Paper	IF	Citations
57	The Field behind the Screen: Using Netnography for Marketing Research in Online Communities. <i>Journal of Marketing Research</i> , <b>2002</b> , 39, 61-72	5.2	2000
56	Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning. <i>Journal of Marketing</i> , <b>2003</b> , 67, 19-33	11	1085
55	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. <i>Journal of Marketing</i> , <b>2010</b> , 74, 71-89	11	925
54	E-tribalized marketing?: the strategic implications of virtual communities of consumption. <i>European Management Journal</i> , <b>1999</b> , 17, 252-264	4.8	877
53	Can Consumers Escape the Market? Emancipatory Illuminations from Burning Man. <i>Journal of Consumer Research</i> , <b>2002</b> , 29, 20-38	6.3	689
52	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. <i>Journal of Marketing</i> , <b>2010</b> , 74, 71-89	11	637
51	Utopian Enterprise: Articulating the Meanings of Star Trek's Culture of Consumption. <i>Journal of Consumer Research</i> , <b>2001</b> , 28, 67-88	6.3	607
50	Adversaries of Consumption: Consumer Movements, Activism, and Ideology. <i>Journal of Consumer Research</i> , <b>2004</b> , 31, 691-704	6.3	570
49	The Wisdom of Consumer Crowds: Collective Innovation in the Age of Networked Marketing. <i>Journal of Macromarketing</i> , <b>2008</b> , 28, 339-354	1.9	363
48	Themed flagship brand stores in the new millennium. <i>Journal of Retailing</i> , <b>2002</b> , 78, 17-29	6.5	258
47	Ludic Agency and Retail Spectacle. <i>Journal of Consumer Research</i> , <b>2004</b> , 31, 658-672	6.3	243
46	Netnography <b>2015</b> , 1-8		242
45	American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research. <i>Journal of Marketing</i> , <b>2009</b> , 73, 118-134	11	175
44	Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy. <i>Journal of Marketing</i> , <b>2018</b> , 82, 20-36	11	158
43	Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place. <i>Journal of Retailing</i> , <b>2009</b> , 85, 363-375	6.5	157
42	Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives. <i>Journal of Consumer Research</i> , <b>2008</b> , 34, 865-881	6.3	157
41	Videography in marketing and consumer research. <i>Qualitative Market Research</i> , <b>2005</b> , 8, 128-141	1.6	130

40	Click to Connect: Netnography and Tribal Advertising. <i>Journal of Advertising Research</i> , <b>2006</b> , 46, 279-288	2.1	120
39	Hometown ideology and retailer legitimation: The institutional semiotics of Wal-Mart flyers. <i>Journal of Retailing</i> , <b>2001</b> , 77, 243-271	6.5	111
38	Being in the Zone: Staging Retail Theater at ESPN Zone Chicago. <i>Journal of Contemporary Ethnography</i> , <b>2001</b> , 30, 465-510	1	91
37	Evolving netnography: how brand auto-netnography, a netnographic sensibility, and more-than-human netnography can transform your research. <i>Journal of Marketing Management</i> , <b>2018</b> , 34, 231-242	3.2	51
36	Creating Boundary-Breaking, Marketing-Relevant Consumer Research. <i>Journal of Marketing</i> , <b>2020</b> , 84, 1-23	11	43
35	Amazonian Forests and Trees: Multiplicity and Objectivity in Studies of Online Consumer-Generated Ratings and Reviews, A Commentary on de Langhe, Fernbach, and Lichtenstein. <i>Journal of Consumer Research</i> , <b>2016</b> , 42, 834-839	6.3	43
34	Self in Art/Self As Art: Museum Selfies As Identity Work. <i>Frontiers in Psychology</i> , <b>2017</b> , 8, 731	3.4	37
33	Marketing Netnography: Prom/ot(Ulgat)ing a New Research Method. <i>Methodological Innovations Online</i> , <b>2012</b> , 7, 37-45		37
32	Sell Me the Old, Old Story: Retromarketing Management and the Art of Brand Revival. <i>Journal of Customer Behavior</i> , <b>2003</b> , 2, 133-147	2.4	36
31	Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago. <i>Journal of Consumer Psychology</i> , <b>2004</b> , 14, 151-158	3.1	33
30	Social Brand Engagement: A New Idea. <i>NIM Marketing Intelligence Review</i> , <b>2014</b> , 6, 8-15	1	31
29	Netnography 2.0		25
28	Netnography <b>2016</b> , 1-2		23
27	Consuming Technocultures: An Extended JCR Curation. <i>Journal of Consumer Research</i> , <b>2019</b> , 46, 620-627	6.3	23
26	Camcorder Society: Quality Videography in Consumer and Marketing Research		21
25	YouTube utopianism: Social media profanation and the clicktivism of capitalist critique. <i>Journal of Business Research</i> , <b>2019</b> , 98, 65-81	8.7	15
24	Introduction to the Resonant Representations Issue of Consumption, Markets and Culture. <i>Consumption Markets and Culture</i> , <b>2005</b> , 8, 195-203	1.7	15
23	How Do Platforms Empower Consumers? Insights from the Affordances and Constraints of Reclame Aqui. <i>Journal of Consumer Research</i> ,	6.3	14

22	Networks of Desire: How Technology Increases Our Passion to Consume. <i>Journal of Consumer Research</i> , <b>2016</b> , ucw061	6.3	14
21	Envisioning consumers: how videography can contribute to marketing knowledge. <i>Journal of Marketing Management</i> , <b>2018</b> , 34, 432-458	3.2	13
20	Commentary: Artificial Intelligence: The Marketer's Dilemma. <i>Journal of Marketing</i> , <b>2021</b> , 85, 156-159	11	12
19	Me/my research/avatar. <i>Journal of Business Research</i> , <b>2012</b> , 65, 478-482	8.7	10
18	Brand Networks as the Interplay of Identities, Selves, and Turtles: Commentary on Interplay between intended brand identity and identities in a Nike related brand community: Co-existing synergies and tensions in a nested system. <i>Journal of Business Research</i> , <b>2017</b> , 70, 441-442	8.7	7
17	Enchantment and perpetual desire: Theorizing disenchanted enchantment and technology adoption. <i>Marketing Theory</i> , <b>2021</b> , 21, 25-52	2.5	7
16	Resonant Representations 2. <i>Consumption Markets and Culture</i> , <b>2007</b> , 10, 75-76	1.7	6
15	Desert Pilgrim. <i>Consumption Markets and Culture</i> , <b>2002</b> , 5, 171-186	1.7	6
14	Flow My Bits, the Professor Screened. <i>Advances in Educational Marketing, Administration, and Leadership Book Series</i> , <b>2017</b> , 52-65	0.1	4
13	Between the Suit and the Selfie: Executives' Lessons on the Social 'Micro-Celebrity'. <i>GfK Marketing Intelligence Review</i> , <b>2014</b> , 6, 21-21		3
12	Algorithmic branding through platform assemblages: core conceptions and research directions for a new era of marketing and service management. <i>Journal of Service Management</i> , <b>2021</b> , ahead-of-print,	7.4	3
11	The ethno/graphic novel: alternative shapes of knowledge and hyper-intensity in consumer research. <i>Consumption Markets and Culture</i> , <b>2020</b> , 23, 569-598	1.7	3
10	Netnography and design thinking: development and illustration in the vegan food industry. <i>European Journal of Marketing</i> , <b>2021</b> , 55, 2491-2514	4.4	3
9	Ruminations on the current state of consumer ethnography <b>2017</b> , 47-56		2
8	I, Avatar <b>2014</b> , 3-19		2
7	Consumer movements, brand activism, and the participatory politics of media: A conversation. <i>Journal of Consumer Culture</i> , 146954052110139	1.4	2
6	Reprint: YouTube utopianism: Social media profanation and the clicktivism of capitalist critique. <i>Journal of Business Research</i> , <b>2021</b> , 131, 349-365	8.7	2
5	Lost in Translation: The Social Shaping of Marketing Messaging. <i>GfK Marketing Intelligence Review</i> , <b>2014</b> , 6, 22-27		1

- 4 E-Tourism Research, Cultural Understanding, and Netnography **2020**, 1-16 1
- 3 Themed Flagship Brand Stores in the New Millennium **2008**, 87-118
- 2 Why we need utopia now, and how to use it. *Journal of Business Research*, **2021**, 131, 366-369 8.7
- 1 Clicking Our Way to Conscious Consumption. *NIM Marketing Intelligence Review*, **2022**, 14, 43-47 1