

Robert V Kozinets

List of Publications by Year in Descending Order

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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.

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	Clicking Our Way to Conscious Consumption. <i>NIM Marketing Intelligence Review</i> , 2022 , 14, 43-47	1	
56	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> , 2021 , ahead-of-print,	7.4	3
55	Reprint: YouTube utopianism: Social media profanation and the clicktivism of capitalist critique. <i>Journal of Business Research</i> , 2021 , 131, 349-365	8.7	2
54	Enchantment and perpetual desire: Theorizing disenchanting and technology adoption. <i>Marketing Theory</i> , 2021 , 21, 25-52	2.5	7
53	Commentary: Artificial Intelligence: The Marketer's Dilemma. <i>Journal of Marketing</i> , 2021 , 85, 156-159	11	12
52	Why we need utopia now, and how to use it. <i>Journal of Business Research</i> , 2021 , 131, 366-369	8.7	
51	Netnography and design thinking: development and illustration in the vegan food industry. <i>European Journal of Marketing</i> , 2021 , 55, 2491-2514	4.4	3
50	E-Tourism Research, Cultural Understanding, and Netnography 2020 , 1-16		1
49	Creating Boundary-Breaking, Marketing-Relevant Consumer Research. <i>Journal of Marketing</i> , 2020 , 84, 1-23	11	43
48	The ethno/graphic novel: alternative shapes of knowledge and hyper-intensity in consumer research. <i>Consumption Markets and Culture</i> , 2020 , 23, 569-598	1.7	3
47	YouTube utopianism: Social media profanation and the clicktivism of capitalist critique. <i>Journal of Business Research</i> , 2019 , 98, 65-81	8.7	15
46	Consuming Technocultures: An Extended JCR Curation. <i>Journal of Consumer Research</i> , 2019 , 46, 620-627	6.3	23
45	Evolving netnography: how brand auto-netnography, a netnographic sensibility, and more-than-human netnography can transform your research. <i>Journal of Marketing Management</i> , 2018 , 34, 231-242	3.2	51
44	Envisioning consumers: how videography can contribute to marketing knowledge. <i>Journal of Marketing Management</i> , 2018 , 34, 432-458	3.2	13
43	Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy. <i>Journal of Marketing</i> , 2018 , 82, 20-36	11	158
42	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> , 2017 , 70, 441-442	8.7	7
41	Self in Art/Self As Art: Museum Selfies As Identity Work. <i>Frontiers in Psychology</i> , 2017 , 8, 731	3.4	37

40	Flow My Bits, the Professor Screened. <i>Advances in Educational Marketing, Administration, and Leadership Book Series</i> , 2017 , 52-65	0.1	4
39	Ruminations on the current state of consumer ethnography 2017 , 47-56		2
38	Netnography 2016 , 1-2		23
37	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> , 2016 , 42, 834-839	6.3	43
36	Networks of Desire: How Technology Increases Our Passion to Consume. <i>Journal of Consumer Research</i> , 2016 , ucw061	6.3	14
35	Netnography 2015 , 1-8		242
34	Social Brand Engagement: A New Idea. <i>NIM Marketing Intelligence Review</i> , 2014 , 6, 8-15	1	31
33	Between the Suit and the Selfie: Executives' Lessons on the Social 'Micro-Celebrity' <i>GfK Marketing Intelligence Review</i> , 2014 , 6, 21-21		3
32	Lost in Translation: The Social Shaping of Marketing Messaging. <i>GfK Marketing Intelligence Review</i> , 2014 , 6, 22-27		1
31	I, Avatar 2014 , 3-19		2
30	Me/my research/avatar. <i>Journal of Business Research</i> , 2012 , 65, 478-482	8.7	10
29	Marketing Netnography: Prom/ot(Ulgat)ing a New Research Method. <i>Methodological Innovations Online</i> , 2012 , 7, 37-45		37
28	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. <i>Journal of Marketing</i> , 2010 , 74, 71-89	11	925
27	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. <i>Journal of Marketing</i> , 2010 , 74, 71-89	11	637
26	American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research. <i>Journal of Marketing</i> , 2009 , 73, 118-134	11	175
25	Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place. <i>Journal of Retailing</i> , 2009 , 85, 363-375	6.5	157
24	Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives. <i>Journal of Consumer Research</i> , 2008 , 34, 865-881	6.3	157
23	The Wisdom of Consumer Crowds: Collective Innovation in the Age of Networked Marketing. <i>Journal of Macromarketing</i> , 2008 , 28, 339-354	1.9	363

22	Themed Flagship Brand Stores in the New Millennium 2008 , 87-118		
21	Resonant Representations 2. <i>Consumption Markets and Culture</i> , 2007 , 10, 75-76	1.7	6
20	Click to Connect: Netnography and Tribal Advertising. <i>Journal of Advertising Research</i> , 2006 , 46, 279-288	2.1	120
19	Introduction to the Resonant Representations Issue of Consumption, Markets and Culture. <i>Consumption Markets and Culture</i> , 2005 , 8, 195-203	1.7	15
18	Videography in marketing and consumer research. <i>Qualitative Market Research</i> , 2005 , 8, 128-141	1.6	130
17	Adversaries of Consumption: Consumer Movements, Activism, and Ideology. <i>Journal of Consumer Research</i> , 2004 , 31, 691-704	6.3	570
16	Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago. <i>Journal of Consumer Psychology</i> , 2004 , 14, 151-158	3.1	33
15	Ludic Agency and Retail Spectacle. <i>Journal of Consumer Research</i> , 2004 , 31, 658-672	6.3	243
14	Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning. <i>Journal of Marketing</i> , 2003 , 67, 19-33	11	1085
13	Sell Me the Old, Old Story: Retromarketing Management and the Art of Brand Revival. <i>Journal of Customer Behavior</i> , 2003 , 2, 133-147	2.4	36
12	Themed flagship brand stores in the new millennium. <i>Journal of Retailing</i> , 2002 , 78, 17-29	6.5	258
11	The Field behind the Screen: Using Netnography for Marketing Research in Online Communities. <i>Journal of Marketing Research</i> , 2002 , 39, 61-72	5.2	2000
10	Desert Pilgrim. <i>Consumption Markets and Culture</i> , 2002 , 5, 171-186	1.7	6
9	Can Consumers Escape the Market? Emancipatory Illuminations from Burning Man. <i>Journal of Consumer Research</i> , 2002 , 29, 20-38	6.3	689
8	Hometown ideology and retailer legitimation: The institutional semiotics of Wal-Mart flyers. <i>Journal of Retailing</i> , 2001 , 77, 243-271	6.5	111
7	Being in the Zone: Staging Retail Theater at ESPN Zone Chicago. <i>Journal of Contemporary Ethnography</i> , 2001 , 30, 465-510	1	91
6	Utopian Enterprise: Articulating the Meanings of Star Trek's Culture of Consumption. <i>Journal of Consumer Research</i> , 2001 , 28, 67-88	6.3	607
5	E-tribalized marketing?: the strategic implications of virtual communities of consumption. <i>European Management Journal</i> , 1999 , 17, 252-264	4.8	877

4	Netnography 2.0		25
3	Camcorder Society: Quality Videography in Consumer and Marketing Research		21
2	How Do Platforms Empower Consumers? Insights from the Affordances and Constraints of Reclame Aqui. <i>Journal of Consumer Research</i> ,	6.3	14
1	Consumer movements, brand activism, and the participatory politics of media: A conversation. <i>Journal of Consumer Culture</i> ,146954052110139	1.4	2