

Mahsa Ghaffari

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8067244/publications.pdf>

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6
papers

74
citations

1684188

5
h-index

2053705

5
g-index

6
all docs

6
docs citations

6
times ranked

35
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumers'™ motivations for adopting a vegan diet: A mixed-methods approach. <i>International Journal of Consumer Studies</i> , 2022, 46, 1193-1208.	11.6	22
2	The role of mundane and subtle institutional work in market dynamics: A case of fashion clothing market. <i>Journal of Business Research</i> , 2019, 105, 434-442.	10.2	15
3	Corporate social responsibility in the luxury sector: The role of moral foundations. <i>Psychology and Marketing</i> , 2021, 38, 2227-2239.	8.2	13
4	Counterfeit luxury consumption strategies in a collectivistic culture: the case of China. <i>Journal of Brand Management</i> , 2020, 27, 546-560.	3.5	11
5	Control, Knowledge, and Persuasive Power in Advertising Creativity: An Ethnographic Practice Theory Approach. <i>Journal of Advertising</i> , 2019, 48, 242-249.	6.6	8
6	Cracking the box or stretching its walls? Exploiting institutional plasticity in Iranian creative advertising. <i>Human Relations</i> , 0, , 001872672110150.	5.4	5