

# Josephine Previte

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8478122/publications.pdf>

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29  
papers

1,047  
citations

471509

17  
h-index

477307

29  
g-index

29  
all docs

29  
docs citations

29  
times ranked

952  
citing authors

#	ARTICLE	IF	CITATIONS
1	The value of health and wellbeing: an empirical model of value creation in social marketing. <i>European Journal of Marketing</i> , 2013, 47, 1504-1524.	2.9	123
2	Q Methodology and Rural Research. <i>Sociologia Ruralis</i> , 2007, 47, 135-147.	3.4	116
3	Social marketing's consumer myopia. <i>Journal of Social Marketing</i> , 2016, 6, 219-239.	2.3	110
4	Women's Bodies as Sites of Control. <i>Journal of Macromarketing</i> , 2013, 33, 128-143.	2.6	98
5	Can a text message a week improve breastfeeding?. <i>BMC Pregnancy and Childbirth</i> , 2014, 14, 374.	2.4	78
6	A social marketing approach to value creation in a well-women's health service. <i>Journal of Marketing Management</i> , 2011, 27, 361-385.	2.3	56
7	Shaping safe drinking cultures: evoking positive emotion to promote moderate drinking behaviour. <i>International Journal of Consumer Studies</i> , 2015, 39, 12-24.	11.6	52
8	Challenging the planned behavior approach in social marketing: emotion and experience matter. <i>European Journal of Marketing</i> , 2018, 52, 837-865.	2.9	51
9	The role of desire in understanding intentions to drink responsibly: an application of the Model of Goal-Directed Behaviour. <i>Journal of Marketing Management</i> , 2014, 30, 551-570.	2.3	42
10	The role of emotional value for reading and giving eWOM in altruistic services. <i>Journal of Business Research</i> , 2019, 99, 157-166.	10.2	41
11	Conceptualising Value Creation for Social Change Management. <i>Australasian Marketing Journal</i> , 2009, 17, 211-218.	5.4	38
12	Neoliberalism and Managed Health. <i>Journal of Macromarketing</i> , 2014, 34, 532-538.	2.6	28
13	Alcohol consumption in young adults: The role of multisensory imagery. <i>Addictive Behaviors</i> , 2014, 39, 721-724.	3.0	26
14	Strengthening Social Marketing Research: Harnessing "Insight" through Ethnography. <i>Australasian Marketing Journal</i> , 2015, 23, 286-293.	5.4	25
15	Designing a medicalized wellness service: balancing hospitality and hospital features. <i>Service Industries Journal</i> , 2017, 37, 657-680.	8.3	22
16	Mum or Bub? Which Influences Breastfeeding Loyalty. <i>Australasian Marketing Journal</i> , 2012, 20, 16-23.	5.4	20
17	Friends or foes: Group influence effects on moderate drinking behaviors. <i>Journal of Business Research</i> , 2015, 68, 2146-2154.	10.2	19
18	Bourdieu, the boom and cashed-up Bogans. <i>Journal of Sociology</i> , 2013, 49, 256-271.	1.5	17

#	ARTICLE	IF	CITATIONS
19	Beyond concern: socio-demographic and attitudinal influences on privacy and disclosure choices. <i>Journal of Marketing Management</i> , 2020, 36, 519-549.	2.3	16
20	Who Is the Biggest Loser? Fat News Coverage Is a Barrier to Healthy Lifestyle Promotion. <i>Health Marketing Quarterly</i> , 2015, 32, 330-349.	1.0	13
21	Stakeholders, natural resource management and Australian rural local governments: A Q methodological study. <i>Local Government Studies</i> , 2007, 33, 427-449.	2.2	10
22	Politics and Identity in Cyberspace. <i>Information, Communication and Society</i> , 2004, 7, 167-184.	4.0	9
23	Internet Advertising: An Assessment of Consumer Attitudes. <i>Prometheus</i> , 1999, 17, .	0.4	8
24	An Innovative Approach to Reducing Risks Associated With Infant Feeding: The Use of Technology. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2011, 23, 327-347.	1.6	8
25	Hidden in Plain Sight: Building Visibility for Critical Gender Perspectives Exploring Markets, Marketing and Society. <i>Journal of Macromarketing</i> , 2020, 40, 437-444.	2.6	8
26	Gender, Class and Sexuality in Contemporary Australia. <i>Australian Feminist Studies</i> , 2013, 28, 348-363.	0.6	6
27	Designing a Mobile Social Tool that Moderates Drinking. <i>IEEE Pervasive Computing</i> , 2015, 14, 62-69.	1.3	3
28	Increasing Loyalty to Breastfeeding: Investigating a Product Development Strategy. <i>Health Marketing Quarterly</i> , 2012, 29, 223-238.	1.0	2
29	Adventurous femininities: The value of adventure for women travelers. <i>Journal of Vacation Marketing</i> , 2022, 28, 171-187.	4.3	2