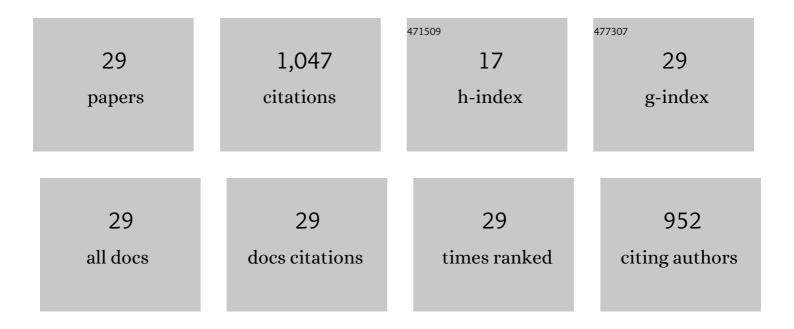
Josephine Previte

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8478122/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Adventurous femininities: The value of adventure for women travelers. Journal of Vacation Marketing, 2022, 28, 171-187.	4.3	2
2	Hidden in Plain Sight: Building Visibility for Critical Gender Perspectives Exploring Markets, Marketing and Society. Journal of Macromarketing, 2020, 40, 437-444.	2.6	8
3	Beyond concern: socio-demographic and attitudinal influences on privacy and disclosure choices. Journal of Marketing Management, 2020, 36, 519-549.	2.3	16
4	The role of emotional value for reading and giving eWOM in altruistic services. Journal of Business Research, 2019, 99, 157-166.	10.2	41
5	Challenging the planned behavior approach in social marketing: emotion and experience matter. European Journal of Marketing, 2018, 52, 837-865.	2.9	51
6	Designing a medicalized wellness service: balancing hospitality and hospital features. Service Industries Journal, 2017, 37, 657-680.	8.3	22
7	Social marketing's consumer myopia. Journal of Social Marketing, 2016, 6, 219-239.	2.3	110
8	Who Is the Biggest Loser? Fat News Coverage Is a Barrier to Healthy Lifestyle Promotion. Health Marketing Quarterly, 2015, 32, 330-349.	1.0	13
9	Friends or foes: Group influence effects on moderate drinking behaviors. Journal of Business Research, 2015, 68, 2146-2154.	10.2	19
10	Designing a Mobile Social Tool that Moderates Drinking. IEEE Pervasive Computing, 2015, 14, 62-69.	1.3	3
11	Strengthening Social Marketing Research: Harnessing "Insight―through Ethnography. Australasian Marketing Journal, 2015, 23, 286-293.	5.4	25
12	Shaping safe drinking cultures: evoking positive emotion to promote moderateâ€drinking behaviour. International Journal of Consumer Studies, 2015, 39, 12-24.	11.6	52
13	Can a text message a week improve breastfeeding?. BMC Pregnancy and Childbirth, 2014, 14, 374.	2.4	78
14	Neoliberalism and Managed Health. Journal of Macromarketing, 2014, 34, 532-538.	2.6	28
15	The role of desire in understanding intentions to drink responsibly: an application of the Model of Goal-Directed Behaviour. Journal of Marketing Management, 2014, 30, 551-570.	2.3	42
16	Alcohol consumption in young adults: The role of multisensory imagery. Addictive Behaviors, 2014, 39, 721-724.	3.0	26
17	The value of health and wellbeing: an empirical model of value creation in social marketing. European Journal of Marketing, 2013, 47, 1504-1524.	2.9	123
18	Bourdieu, the boom and cashed-up Bogans. Journal of Sociology, 2013, 49, 256-271.	1.5	17

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#	Article	IF	CITATIONS
19	Women's Bodies as Sites of Control. Journal of Macromarketing, 2013, 33, 128-143.	2.6	98
20	Gender, Class and Sexuality in Contemporary Australia. Australian Feminist Studies, 2013, 28, 348-363.	0.6	6
21	Increasing Loyalty to Breastfeeding: Investigating a Product Development Strategy. Health Marketing Quarterly, 2012, 29, 223-238.	1.0	2
22	Mum or Bub? Which Influences Breastfeeding Loyalty. Australasian Marketing Journal, 2012, 20, 16-23.	5.4	20
23	An Innovative Approach to Reducing Risks Associated With Infant Feeding: The Use of Technology. Journal of Nonprofit and Public Sector Marketing, 2011, 23, 327-347.	1.6	8
24	A social marketing approach to value creation in a well-women's health service. Journal of Marketing Management, 2011, 27, 361-385.	2.3	56
25	Conceptualising Value Creation for Social Change Management. Australasian Marketing Journal, 2009, 17, 211-218.	5.4	38
26	Stakeholders, natural resource management and Australian rural local governments: A Q methodological study. Local Government Studies, 2007, 33, 427-449.	2.2	10
27	Q Methodology and Rural Research. Sociologia Ruralis, 2007, 47, 135-147.	3.4	116
28	Politics and Identity in Cyberspace. Information, Communication and Society, 2004, 7, 167-184.	4.0	9
29	Internet Advertising: An Assessment of Consumer Attitudes. Prometheus, 1999, 17, .	0.4	8