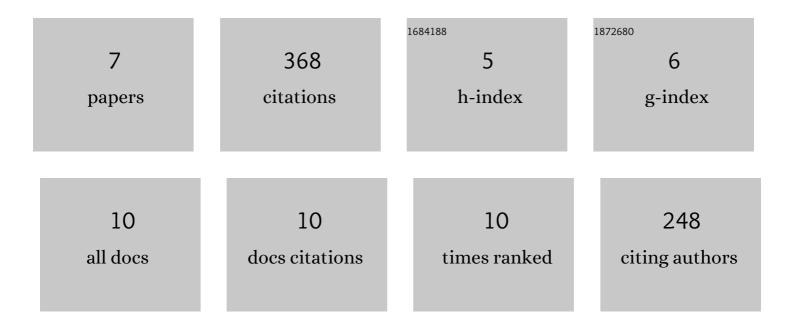
Katherine Duffy

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8867671/publications.pdf Version: 2024-02-01



KATHEDINE DILEEV

| # | Article | IF | CITATIONS |
|---|---|------|-----------|
| 1 | We ARe at home: How augmented reality reshapes mobile marketing and consumer-brand relationships. Journal of Retailing and Consumer Services, 2018, 44, 11-23. | 9.4 | 202 |
| 2 | A netnographic sensibility: developing the netnographic/social listening boundaries. Journal of Marketing Management, 2018, 34, 263-286. | 2.3 | 60 |
| 3 | Strategic approaches to augmented reality deployment by luxury brands. Journal of Business Research, 2021, 136, 284-292. | 10.2 | 47 |
| 4 | Exploring the Divides Among Students, Educators, and Practitioners in the Use of Digital Media as a Pedagogical Tool. Journal of Marketing Education, 2015, 37, 104-113. | 2.4 | 36 |
| 5 | Still Red Hot? Postfeminism and Gender Subjectivity in the Airline Industry. Gender, Work and Organization, 2017, 24, 260-273. | 4.7 | 15 |
| 6 | Sold out? Reconfiguring consumer demand through the secondary digital ticket market. Consumption Markets and Culture, 2020, 23, 174-194. | 2.1 | 6 |
| 7 | Queens of Drag: A Multidimensional Perspective on Core Stigma. Proceedings - Academy of Management, 2020, 2020, 17152. | 0.1 | 0 |