

Katherine Duffy

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8867671/publications.pdf>

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7
papers

368
citations

1684188

5
h-index

1872680

6
g-index

10
all docs

10
docs citations

10
times ranked

248
citing authors

#	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