

# Marie-Agnes Parmentier

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10440330/publications.pdf>

Version: 2024-02-01

9  
papers

474  
citations

1163117

8  
h-index

1372567

10  
g-index

10  
all docs

10  
docs citations

10  
times ranked

359  
citing authors

#	ARTICLE	IF	CITATIONS
1	Things Fall Apart: The Dynamics of Brand Audience Dissipation. <i>Journal of Consumer Research</i> , 2015, 41, 1228-1251.	5.1	140
2	Positioning person brands in established organizational fields. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 373-387.	11.2	102
3	Evolving netnography: how brand auto-netnography, a netnographic sensibility, and more-than-human netnography can transform your research. <i>Journal of Marketing Management</i> , 2018, 34, 231-242.	2.3	77
4	When David Met Victoria. <i>Family Business Review</i> , 2011, 24, 217-232.	6.6	46
5	Consumption and gender identity in popular media: discourses of domesticity, authenticity, and sexuality. <i>Consumption Markets and Culture</i> , 2012, 15, 333-357.	2.1	40
6	Navigating person-branding in the fashion blogosphere. <i>Journal of Global Fashion Marketing</i> , 2016, 7, 211-224.	3.7	31
7	Advanced Style Influencers: Confronting Gendered Ageism in Fashion and Beauty Markets. <i>Journal of the Association for Consumer Research</i> , 2021, 6, 263-273.	1.7	16
8	High heels. <i>Consumption Markets and Culture</i> , 2016, 19, 511-519.	2.1	13
9	Working It: Managing Professional Brands in Prestigious Posts. <i>Journal of Marketing</i> , 2021, 85, 110-128.	11.3	8