

Mary Ann Mcgrath

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10557023/publications.pdf>

Version: 2024-02-01

13
papers

1,360
citations

840776

11
h-index

1125743

13
g-index

13
all docs

13
docs citations

13
times ranked

825
citing authors

#	ARTICLE	IF	CITATIONS
1	Discordant retail brand ideology in the House of Barbie. <i>Qualitative Market Research</i> , 2013, 16, 12-37.	1.5	18
2	American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research. <i>Journal of Marketing</i> , 2009, 73, 118-134.	11.3	209
3	Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place. <i>Journal of Retailing</i> , 2009, 85, 363-375.	6.2	194
4	Shopping with consumers: reflections and innovations. <i>Qualitative Market Research</i> , 2005, 8, 176-188.	1.5	31
5	Perceptions and realities of male shopping behavior. <i>Journal of Retailing</i> , 2001, 77, 111-137.	6.2	247
6	Gender differences in gift exchanges: New directions from projections. <i>Psychology and Marketing</i> , 1995, 12, 371-393.	8.2	28
7	Shopping with consumers usage as past, present and future research technique. <i>Journal of Retailing and Consumer Services</i> , 1995, 2, 97-110.	9.4	32
8	Unacquainted influencers: When strangers interact in the retail setting. <i>Journal of Business Research</i> , 1995, 32, 261-272.	10.2	195
9	Giving voice to the gift: The use of projective techniques to recover lost meanings. <i>Journal of Consumer Psychology</i> , 1993, 2, 171-191.	4.5	64
10	An ethnographic study of an urban periodic marketplace: Lessons from the midville farmers' market. <i>Journal of Retailing</i> , 1993, 69, 280-319.	6.2	109
11	The dark side of the gift. <i>Journal of Business Research</i> , 1993, 28, 225-244.	10.2	212
12	Giving Voice to the Gift. <i>Journal of Consumer Psychology</i> , 1993, 2, 171-191.	4.5	10
13	To Everything There is a Season: A Photoessay of a Farmers' Market. <i>Journal of American Culture</i> , The, 1991, 14, 53-79.	0.0	11