

Lisa Peñaloza

List of Publications by Year in descending order

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Version: 2024-02-01

34
papers

2,801
citations

331670

21
h-index

414414

32
g-index

40
all docs

40
docs citations

40
times ranked

1502
citing authors

#	ARTICLE	IF	CITATIONS
1	Atravesando Fronteras/Border Crossings: A Critical Ethnographic Exploration of the Consumer Acculturation of Mexican Immigrants. <i>Journal of Consumer Research</i> , 1994, 21, 32.	5.1	624
2	Further evolving the new dominant logic of marketing: from services to the social construction of markets. <i>Marketing Theory</i> , 2006, 6, 299-316.	3.1	236
3	The Commodification of the American West: Marketersâ€™ Production of Cultural Meanings at the Trade Show. <i>Journal of Marketing</i> , 2000, 64, 82-109.	11.3	195
4	Consuming the American West: Animating Cultural Meaning and Memory at a Stock Show and Rodeo. <i>Journal of Consumer Research</i> , 2001, 28, 369-398.	5.1	188
5	Marketer Acculturation: The Changer and the Changed. <i>Journal of Marketing</i> , 1999, 63, 84-104.	11.3	168
6	Just doing it: A visual ethnographic study of spectacular consumption behavior at Nike Town. <i>Consumption Markets and Culture</i> , 1998, 2, 337-400.	2.1	164
7	Who Are You Calling Old? Negotiating Old Age Identity in the Elderly Consumption Ensemble. <i>Journal of Consumer Research</i> , 2013, 39, 1133-1153.	5.1	149
8	Marketer Acculturation: The Changer and the Changed. <i>Journal of Marketing</i> , 1999, 63, 84.	11.3	122
9	Living U.S. Capitalism: The Normalization of Credit/Debt. <i>Journal of Consumer Research</i> , 2011, 38, 743-762.	5.1	114
10	We're Here, We're Queer, and We're Going Shopping!. <i>Journal of Homosexuality</i> , 1996, 31, 9-41.	2.0	99
11	Mapping the Play of Organizational Identity in Foreign Market Adaptation. <i>Journal of Marketing</i> , 2012, 76, 38-54.	11.3	98
12	Moments of luxury: Hedonic escapism as a luxury experience. <i>Journal of Business Research</i> , 2020, 116, 503-513.	10.2	96
13	Immigrant Consumers: Marketing and Public Policy Considerations in the Global Economy. <i>Journal of Public Policy and Marketing</i> , 1995, 14, 83-94.	3.4	87
14	The discourses of marketing and development: towards â€œcritical transformative marketing researchâ€™. <i>Journal of Marketing Management</i> , 2014, 30, 1728-1771.	2.3	58
15	Crossing boundaries/drawing lines: A look at the nature of gender boundaries and their impact on marketing research. <i>International Journal of Research in Marketing</i> , 1994, 11, 359-379.	4.2	44
16	The impact of social media on consumer acculturation: Current challenges, opportunities, and an agenda for research and practice. <i>International Journal of Information Management</i> , 2020, 51, 102026.	17.5	41
17	Consumer ethnicity three decades after: a TCR agenda. <i>Journal of Marketing Management</i> , 2014, 30, 1882-1922.	2.3	36
18	Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR). <i>Journal of Macromarketing</i> , 2015, 35, 257-271.	2.6	34

#	ARTICLE	IF	CITATIONS
19	Ethnic marketing practice and research at the intersection of market and social development: A macro study of the past and present, with a look to the future. <i>Journal of Business Research</i> , 2018, 82, 273-280.	10.2	31
20	Shifting Arrays of a Kaleidoscope: The Orchestration of Relational Value Cocreation in Service Systems. <i>Journal of Service Research</i> , 2020, 23, 211-228.	12.2	27
21	Agency and empowerment in consumption in relation to a patriarchal bargain. <i>European Journal of Marketing</i> , 2016, 50, 1652-1671.	2.9	17
22	Value, values, symbols and outcomes. <i>Marketing Theory</i> , 2012, 12, 207-211.	3.1	13
23	The value of value in CCT. <i>Marketing Theory</i> , 2014, 14, 135-138.	3.1	13
24	Matriarchal marketing: a manifesto. <i>Journal of Strategic Marketing</i> , 2006, 14, 57-67.	5.5	10
25	Mainstreet USA revisited. <i>International Journal of Sociology and Social Policy</i> , 2007, 27, 234-249.	1.2	9
26	Women's Empowerment at the Moroccan Supermarket: An Ethnographic Account of Achieved Capabilities and Altered Social Relations in an Emerging Retail Servicescape. <i>Journal of Macromarketing</i> , 2020, 40, 492-509.	2.6	8
27	The agentic body in immigrant maternal identity reconstruction: embodiment, consumption, acculturation. <i>Consumption Markets and Culture</i> , 2019, 22, 272-296.	2.1	5
28	Moving from subject-object to subject-subject relations: Comments on "configuring companion-species consumption". <i>Journal of Business Research</i> , 2008, 61, 419-421.	10.2	4
29	Shifting sands: Actor role and identity reconfigurations in service systems. <i>Journal of Business Research</i> , 2021, 137, 162-169.	10.2	4
30	Here, there, and beyond: remittances in transnational family consumption. <i>Teoría Y Praxis</i> , 2011, 7, 131-161.	0.1	3
31	Crossing wires: short-circuiting marketing theory. <i>Marketing Theory</i> , 0, , 147059312210747.	3.1	2
32	Un/Re/Doing Gender in Consumer Research: In Conversation with Pauline Maclaran, Lisa Peñaloza, and Craig Thompson. <i>Journal of the Association for Consumer Research</i> , 2021, 6, 296-305.	1.7	1
33	Gender studies in consumption, marketing, markets, and market organisation: we've come a long way, and the varied paths ahead never have been more important. <i>Journal of Marketing Management</i> , 2021, 37, 371-375.	2.3	1
34	¡Tequila! Distilling the spirit of Mexico. <i>Consumption Markets and Culture</i> , 2016, 19, 296-305.	2.1	0