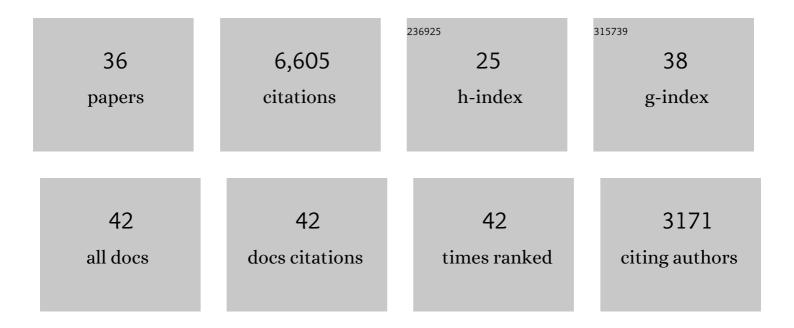
## Mary Jo Hatch

List of Publications by Year in descending order

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#	Article	IF	CITATIONS
1	The Elusive Destination Brand and the ATLAS Wheel of Place Brand Management. Journal of Travel Research, 2021, 60, 3-15.	9.0	32
2	Toward a Theory of Using History Authentically: Historicizing in the Carlsberg Group. Administrative Science Quarterly, 2017, 62, 657-697.	6.9	139
3	Organizational Identity and Culture in the Context of Managed Change: Transformation in the Carlsberg Group, 2009–2013. Academy of Management Discoveries, 2015, 1, 58-90.	2.9	40
4	The dynamics of place brands. Marketing Theory, 2013, 13, 69-86.	3.1	437
5	The dynamics of corporate brand charisma: Routinization and activation at Carlsberg IT. Scandinavian Journal of Management, 2013, 29, 147-162.	1.9	21
6	The pragmatics of branding: an application of Dewey's theory of aesthetic expression. European Journal of Marketing, 2012, 46, 885-899.	2.9	30
7	Managing Corporate Reputation Through Corporate Branding. , 2012, , .		3
8	Conversation at the Border Between Organizational Culture Theory and Institutional Theory. Journal of Management Inquiry, 2012, 21, 94-97.	3.9	48
9	Brewing Branding in Carlsberg IT: A Case of Mid-Level Corporate Communication Leadership. Proceedings - Academy of Management, 2012, 2012, 11091.	0.1	0
10	If I belong, do I believe? An integrative framework for culture and identification. Journal of Psychological Issues in Organizational Culture, 2011, 2, 35-53.	0.2	4
11	Chapter 5 Culture Stanford's way. Research in the Sociology of Organizations, 2010, , 71-95.	0.8	4
12	Toward a theory of brand co-creation with implications for brand governance. Journal of Brand Management, 2010, 17, 590-604.	3.5	434
13	Of Bricks and Brands:. Organizational Dynamics, 2009, 38, 117-130.	2.6	71
14	Methodology by Metaphor: Ways of Seeing in Painting and Research. Organization Studies, 2008, 29, 23-44.	5.3	71
15	Coming to America: Can Nordic brand values engage American stakeholders?. Journal of Brand Management, 2008, 16, 30-39.	3.5	16
16	Guiding Organizational Identity Through Aged Adolescence. Journal of Management Inquiry, 2006, 15, 85-99.	3.9	263
17	The Revenge of Gagliardi on Utilitarianism. Journal of Management Inquiry, 2005, 14, 316-318.	3.9	1
18	Building theory from practice. Strategic Organization, 2005, 3, 337-347.	5.0	45

Mary Jo Hatch

#	Article	IF	CITATIONS
19	Bringing the corporation into corporate branding. European Journal of Marketing, 2003, 37, 1041-1064.	2.9	510
20	The Cycles of Corporate Branding: The Case of the LEGO Company. California Management Review, 2003, 46, 6-26.	6.3	67
21	Essai: Doing Time in Organization Theory. Organization Studies, 2002, 23, 869-875.	5.3	12
22	The Dynamics of Organizational Identity. Human Relations, 2002, 55, 989-1018.	5.4	678
23	Explorando os espaços vazios: jazz e estrutura organizacional. RAE Revista De Administracao De Empresas, 2002, 42, 1-17.	0.3	3
24	Complex Thinking, Complex Practice: The Case for a Narrative Approach to Organizational Complexity. Human Relations, 2001, 54, 979-1013.	5.4	338
25	Exploring the Empty Spaces of Organizing: How Improvisational Jazz Helps Redescribe Organizational Structure. Organization Studies, 1999, 20, 75-100.	5.3	292
26	Photocopylore at work: aesthetics, collective creativity and the social construction of organizations. Culture and Organization, 1997, 3, 263-287.	0.1	6
27	Irony and the Social Construction of Contradiction in the Humor of a Management Team. Organization Science, 1997, 8, 275-288.	4.5	155
28	Relations between organizational culture, identity and image. European Journal of Marketing, 1997, 31, 356-365.	2.9	462
29	Relations between organizational culture, identity and image. European Journal of Marketing, 1997, 31, 356-365.	2.9	498
30	Living with Multiple Paradigms: The Case of Paradigm Interplay in Organizational Culture Studies. Academy of Management Review, 1996, 21, 529.	11.7	50
31	Living With Multiple Paradigms the Case of Paradigm Interplay in Organizational Culture Studies. Academy of Management Review, 1996, 21, 529-557.	11.7	265
32	Reconstructing organizational culture or welcome to valhalla!. Culture and Organization, 1995, 1, 1-8.	0.1	3
33	The Dynamics of Organizational Culture. Academy of Management Review, 1993, 18, 657-693.	11.7	703
34	Spontaneous Humour as an Indicator of Paradox and Ambiguity in Organizations. Organization Studies, 1993, 14, 505-526.	5.3	180
35	The Uniqueness Paradox in Organizational Stories. Administrative Science Quarterly, 1983, 28, 438.	6.9	554
36	5. The dialogic organization. Research in Public Policy Analysis and Management, 0, , 107-131.	0.1	6