

Mary Jo Hatch

List of Publications by Year in descending order

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Version: 2024-02-01

36
papers

6,605
citations

236925

25
h-index

315739

38
g-index

42
all docs

42
docs citations

42
times ranked

3171
citing authors

#	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, 2009â€”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

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