

Sidney J Levy

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11614756/publications.pdf>

Version: 2024-02-01

27
papers

3,215
citations

567281

15
h-index

552781

26
g-index

27
all docs

27
docs citations

27
times ranked

1498
citing authors

#	ARTICLE	IF	CITATIONS
1	Broadening the Concept of Marketing. <i>Journal of Marketing</i> , 1969, 33, 10-15.	11.3	1,095
2	Autodriving: A Photoelicitation Technique. <i>Journal of Consumer Research</i> , 1991, 18, 257.	5.1	398
3	Intepreting Consumer Mythology: A Structural Approach to Consumer Behavior. <i>Journal of Marketing</i> , 1981, 45, 49-61.	11.3	301
4	The Moderating Role of Prior Knowledge in Schema-Based Product Evaluation. <i>Journal of Consumer Research</i> , 1996, 23, 177.	5.1	279
5	Intepreting Consumer Mythology: A Structural Approach to Consumer Behavior. <i>Journal of Marketing</i> , 1981, 45, 49.	11.3	221
6	The dark side of the gift. <i>Journal of Business Research</i> , 1993, 28, 225-244.	10.2	212
7	A history of the concept of branding: practice and theory. <i>Journal of Historical Research in Marketing</i> , 2012, 4, 347-368.	0.4	129
8	Dreams, fairy tales, animals, and cars. <i>Psychology and Marketing</i> , 1985, 2, 67-81.	8.2	122
9	Stalking the Amphisbaena. <i>Journal of Consumer Research</i> , 1996, 23, 163.	5.1	76
10	The Temporal and Focal Dynamics of Volitional Reconsumption: A Phenomenological Investigation of Repeated Hedonic Experiences. <i>Journal of Consumer Research</i> , 2012, 39, 341-359.	5.1	73
11	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
12	The evolution of qualitative research in consumer behavior. <i>Journal of Business Research</i> , 2005, 58, 341-347.	10.2	55
13	Revisiting the marketing domain. <i>European Journal of Marketing</i> , 2002, 36, 299-304.	2.9	35
14	From Marketing Ideology to Branding Ideology. <i>Journal of Macromarketing</i> , 2013, 33, 58-66.	2.6	34
15	Roots of Marketing and Consumer Research at the University of Chicago ¹ . <i>Consumption Markets and Culture</i> , 2003, 6, 99-110.	2.1	30
16	Olio and intÃ©graphy as method and the consumption of death. <i>Consumption Markets and Culture</i> , 2015, 18, 133-154.	2.1	15
17	Hunger and Work in a Civilized Tribe: Or, the Anthropology of Market Transactions. <i>American Behavioral Scientist</i> , 1978, 21, 557-570.	3.8	14
18	A comparative study of the academic ability and achievement of two groups of college students.. <i>Journal of Educational Psychology</i> , 1947, 38, 307-310.	2.9	12

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19	Giving Voice to the Gift. <i>Journal of Consumer Psychology</i> , 1993, 2, 171-191.	4.5	10
20	Thematic Assessment of Executives. <i>California Management Review</i> , 1963, 5, 3-8.	6.3	9
21	Marketing management and marketing research. <i>Journal of Marketing Management</i> , 2012, 28, 8-13.	2.3	9
22	IntÃ©graphy: A multi-method approach to situational analysis. <i>Journal of Business Research</i> , 2012, 65, 1073-1077.	10.2	9
23	Marketing on the couch. <i>Marketing Theory</i> , 2015, 15, 9-12.	3.1	4
24	A marketing identity is flourishing. <i>AMS Review</i> , 2018, 8, 18-19.	2.5	4
25	The Enjoyment of Reading Books. <i>Journal of Marketing</i> , 1998, 62, 99.	11.3	3
26	Roots and Development of Consumer Culture Theory. <i>Research in Consumer Behavior</i> , 2015, , 47-60.	0.3	1
27	Nondirective Techniques in the Study of Developmental Tasks of Adolescence. <i>The School Review</i> , 1949, 57, 300-309.	0.5	1