

Alison M Joubert

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2765865/publications.pdf>

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5
papers

228
citations

2682572

2
h-index

2917675

2
g-index

6
all docs

6
docs citations

6
times ranked

212
citing authors

#	ARTICLE	IF	CITATIONS
1	No More Plastic Bags: Overcoming Consumer Resistance to Sustainability Regulation. NIM Marketing Intelligence Review, 2022, 14, 37-41.	0.6	0
2	“How Do I Carry All This Now?” Understanding Consumer Resistance to Sustainability Interventions. Journal of Marketing, 2021, 85, 44-61.	11.3	71
3	Four Fanatical Friends and Other Alliterative Allegories. Marketing Theory, 2020, 20, 195-201.	3.1	0
4	Theorizing Less Visible Forms of Fandom. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 211-233.	0.8	0
5	Design for service inclusion: creating inclusive service systems by 2050. Journal of Service Management, 2018, 29, 834-858.	7.2	157