

Zeynep Arsel

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3141049/publications.pdf>

Version: 2024-02-01

17
papers

1,825
citations

933447

10
h-index

996975

15
g-index

20
all docs

20
docs citations

20
times ranked

1066
citing authors

#	ARTICLE	IF	CITATIONS
1	The Starbucks Brandscape and Consumers'™ (Anticorporate) Experiences of Glocalization. Journal of Consumer Research, 2004, 31, 631-642.	5.1	543
2	Emotional Branding and the Strategic Value of the Doppelgänger Brand Image. Journal of Marketing, 2006, 70, 50-64.	11.3	330
3	Taste Regimes and Market-Mediated Practice. Journal of Consumer Research, 2013, 39, 899-917.	5.1	283
4	Demythologizing Consumption Practices: How Consumers Protect Their Field-Dependent Identity Investments from Devaluing Marketplace Myths. Journal of Consumer Research, 2011, 37, 791-806.	5.1	234
5	Place Attachment in Commercial Settings: A Gift Economy Perspective. Journal of Consumer Research, 2014, 40, 904-923.	5.1	141
6	Asking Questions with Reflexive Focus: A Tutorial on Designing and Conducting Interviews. Journal of Consumer Research, 2017, 44, 939-948.	5.1	118
7	Diversity, Equity, and Inclusion (DEI) in the Journal of Consumer Research: A Curation and Research Agenda. Journal of Consumer Research, 2022, 48, 920-933.	5.1	51
8	Assembling Consumption. , 0, , .		40
9	Introduction: theorising gender and gendering theory in marketing and consumer research. Journal of Marketing Management, 2015, 31, 1553-1558.	2.3	21
10	Managing Communities of Co-creation around Consumer Engagement Styles. Journal of the Association for Consumer Research, 2017, 2, 179-195.	1.7	15
11	Passing the Buck versus Sharing Responsibility: The Roles of Government, Firms, and Consumers in Marketplace Risks during COVID-19. Journal of the Association for Consumer Research, 2021, 6, 149-158.	1.7	15
12	A Practice Perspective on Market Evolution: How Craft and Commercial Coffee Firms Expand Practices and Develop Markets. Journal of Marketing, 2022, 86, 50-69.	11.3	14
13	Determining the Food Irradiation Beliefs of Community Nutrition Educators: Do Beliefs Influence Educational Outreach?. Journal of Nutrition Education and Behavior, 2006, 38, 50-55.	0.7	5
14	Meat: historicizing an icon through marketplace contestations. Consumption Markets and Culture, 0, , 1-14.	2.1	4
15	Retracing the History of the Concept of Taste. , 2018, , 175-196.		3
16	Fazendo Perguntas Com Um Foco Reflexivo: Um Guia Para o Planejamento e Condução de Entrevistas. Revista Interdisciplinar De Marketing, 2018, 8, 84-98.	0.1	2
17	Understanding mediated practices: Combining ethnographic methods with blog data to develop insights. Conference Proceedings Ethnographic Praxis in Industry Conference, 2013, 2013, 375-385.	0.1	1