

Robert V Kozinets

List of Publications by Year in descending order

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Version: 2024-02-01

59
papers

13,320
citations

147801

31
h-index

182427

51
g-index

73
all docs

73
docs citations

73
times ranked

5687
citing authors

#	ARTICLE	IF	CITATIONS
1	The Field behind the Screen: Using Netnography for Marketing Research in Online Communities. <i>Journal of Marketing Research</i> , 2002, 39, 61-72.	4.8	2,586
2	Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning. <i>Journal of Marketing</i> , 2003, 67, 19-33.	11.3	1,290
3	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. <i>Journal of Marketing</i> , 2010, 74, 71-89.	11.3	1,095
4	E-tribalized marketing?: the strategic implications of virtual communities of consumption. <i>European Management Journal</i> , 1999, 17, 252-264.	5.1	1,066
5	Can Consumers Escape the Market? Emancipatory Illuminations from Burning Man. <i>Journal of Consumer Research</i> , 2002, 29, 20-38.	5.1	875
6	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. <i>Journal of Marketing</i> , 2010, 74, 71-89.	11.3	872
7	Utopian Enterprise: Articulating the Meanings of Star Trek's Culture of Consumption : Figure 1. <i>Journal of Consumer Research</i> , 2001, 28, 67-88.	5.1	739
8	Adversaries of Consumption: Consumer Movements, Activism, and Ideology. <i>Journal of Consumer Research</i> , 2004, 31, 691-704.	5.1	713
9	The Wisdom of Consumer Crowds. <i>Journal of Macromarketing</i> , 2008, 28, 339-354.	2.6	437
10	Themed flagship brand stores in the new millennium. <i>Journal of Retailing</i> , 2002, 78, 17-29.	6.2	322
11	Ludic Agency and Retail Spectacle. <i>Journal of Consumer Research</i> , 2004, 31, 658-672.	5.1	280
12	Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy. <i>Journal of Marketing</i> , 2018, 82, 20-36.	11.3	235
13	American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research. <i>Journal of Marketing</i> , 2009, 73, 118-134.	11.3	209
14	Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives. <i>Journal of Consumer Research</i> , 2008, 34, 865-881.	5.1	196
15	Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place. <i>Journal of Retailing</i> , 2009, 85, 363-375.	6.2	194
16	Networks of Desire: How Technology Increases Our Passion to Consume. <i>Journal of Consumer Research</i> , 2017, 43, 659-682.	5.1	171
17	Click to Connect: Netnography and Tribal Advertising. <i>Journal of Advertising Research</i> , 2006, 46, 279-288.	2.1	168
18	Videography in marketing and consumer research. <i>Qualitative Market Research</i> , 2005, 8, 128-141.	1.5	163

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19	Hometown ideology and retailer legitimization: The institutional semiotics of Wal-Mart flyers. <i>Journal of Retailing</i> , 2001, 77, 243-271.	6.2	132
20	Being in the Zone. <i>Journal of Contemporary Ethnography</i> , 2001, 30, 465-510.	1.7	114
21	Creating Boundary-Breaking, Marketing-Relevant Consumer Research. <i>Journal of Marketing</i> , 2020, 84, 1-23.	11.3	93
22	Immersive netnography: a novel method for service experience research in virtual reality, augmented reality and metaverse contexts. <i>Journal of Service Management</i> , 2023, 34, 100-125.	7.2	83
23	Evolving netnography: how brand auto-netnography, a netnographic sensibility, and more-than-human netnography can transform your research. <i>Journal of Marketing Management</i> , 2018, 34, 231-242.	2.3	77
24	Don't read this; or, who cares what the hell anti-consumption is, anyways?. <i>Consumption Markets and Culture</i> , 2010, 13, 225-233.	2.1	66
25	Self in Art/Self As Art: Museum Selfies As Identity Work. <i>Frontiers in Psychology</i> , 2017, 8, 731.	2.1	62
26	Marketing Netnography: Prom/ot(Ul)gating a New Research Method. <i>Methodological Innovations Online</i> , 2012, 7, 37-45.	0.3	60
27	Amazonian Forests and Trees: Multiplicity and Objectivity in Studies of Online Consumer-Generated Ratings and Reviews, A Commentary on de Langhe, Fernbach, and Lichtenstein. <i>Journal of Consumer Research</i> , 2016, 42, 834-839.	5.1	56
28	Netnography 2.0. , 2006, , .		53
29	Sell Me the Old, Old Story: Retromarketing Management and the Art of Brand Revival. <i>Journal of Customer Behavior</i> , 2003, 2, 133-147.	0.0	51
30	How Do Platforms Empower Consumers? Insights from the Affordances and Constraints of Reclame Aqui. <i>Journal of Consumer Research</i> , 0, , .	5.1	47
31	Social Brand Engagement: A New Idea. <i>NIM Marketing Intelligence Review</i> , 2014, 6, 8-15.	0.6	46
32	Consuming Technocultures: An Extended <i>JCR</i> Curation. <i>Journal of Consumer Research</i> , 2019, 46, 620-627.	5.1	38
33	Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago. <i>Journal of Consumer Psychology</i> , 2004, 14, 151-158.	4.5	37
34	YouTube utopianism: Social media profanation and the clicktivism of capitalist critique. <i>Journal of Business Research</i> , 2019, 98, 65-81.	10.2	34
35	Commentary: Artificial Intelligence: The Marketer's Dilemma. <i>Journal of Marketing</i> , 2021, 85, 156-159.	11.3	31
36	Envisioning consumers: how videography can contribute to marketing knowledge. <i>Journal of Marketing Management</i> , 2018, 34, 432-458.	2.3	30

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37	Enchantment and perpetual desire: Theorizing disenchanted enchantment and technology adoption. <i>Marketing Theory</i> , 2021, 21, 25-52.	3.1	23
38	Introduction to the Resonant Representations Issue of <i>Consumption, Markets and Culture</i> . <i>Consumption Markets and Culture</i> , 2005, 8, 195-203.	2.1	22
39	Consumer movements, brand activism, and the participatory politics of media: A conversation. <i>Journal of Consumer Culture</i> , 2022, 22, 264-282.	2.5	18
40	Algorithmic branding through platform assemblages: core conceptions and research directions for a new era of marketing and service management. <i>Journal of Service Management</i> , 2022, 33, 437-452.	7.2	15
41	Netnography and design thinking: development and illustration in the vegan food industry. <i>European Journal of Marketing</i> , 2021, 55, 2491-2514.	2.9	13
42	Courtesy Stigma Management: Social Identity Work among China's "Leftover Women". <i>Journal of Consumer Research</i> , 2022, 49, 312-335.	5.1	12
43	Brand Networks as the Interplay of Identities, Selves, and Turtles: Commentary on "Interplay between intended brand identity and identities in a Nike related brand community: Co-existing synergies and tensions in a nested system". <i>Journal of Business Research</i> , 2017, 70, 441-442.	10.2	11
44	I, Avatar. , 2014, , 3-19.		11
45	Resonant Representations 2. <i>Consumption Markets and Culture</i> , 2007, 10, 75-76.	2.1	10
46	Me/my research/avatar. <i>Journal of Business Research</i> , 2012, 65, 478-482.	10.2	10
47	E-Tourism Research, Cultural Understanding, and Netnography. , 2020, , 1-16.		9
48	Desert Pilgrim. <i>Consumption Markets and Culture</i> , 2002, 5, 171-186.	2.1	8
49	Flow My Bits, the Professor Screened. <i>Advances in Educational Marketing, Administration, and Leadership Book Series</i> , 2017, , 52-65.	0.2	5
50	Between the Suit and the Selfie: Executives' Lessons on the Social "Micro-Celebrity". <i>GfK Marketing Intelligence Review</i> , 2014, 6, 21-21.	0.4	4
51	The ethno/graphic novel: alternative shapes of knowledge and hyper-intensity in consumer research. <i>Consumption Markets and Culture</i> , 2020, 23, 569-598.	2.1	4
52	Reprint: YouTube utopianism: Social media profanation and the clicktivism of capitalist critique. <i>Journal of Business Research</i> , 2021, 131, 349-365.	10.2	4
53	#Luxe: influencers, selfies, and the marketizing of morality. , 2020, , 282-299.		3
54	Agentic Netnography. <i>New Trends in Qualitative Research</i> , 0, , .	0.0	3

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55	Lost in Translation: The Social Shaping of Marketing Messaging. GfK Marketing Intelligence Review, 2014, 6, 22-27.	0.4	2
56	“Themed Flagship Brand Stores in the New Millennium”, 2008, , 87-118.		2
57	Creating Sustainable Digital Experiences. GfK Marketing Intelligence Review, 2014, 6, 46-51.	0.4	1
58	Why we need utopia now, and how to use it. Journal of Business Research, 2021, 131, 366-369.	10.2	0
59	Clicking Our Way to Conscious Consumption. NIM Marketing Intelligence Review, 2022, 14, 43-47.	0.6	0