

# Ahir Gopaldas

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/955362/publications.pdf>

Version: 2024-02-01

15  
papers

621  
citations

840776

11  
h-index

1125743

13  
g-index

16  
all docs

16  
docs citations

16  
times ranked

459  
citing authors

#	ARTICLE	IF	CITATIONS
1	Intersectionality 101. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 90-94.	3.4	140
2	Marketplace Sentiments. <i>Journal of Consumer Research</i> , 2014, 41, 995-1014.	5.1	115
3	Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals. <i>Journal of Marketing</i> , 2020, 84, 45-66.	11.3	114
4	An intersectional approach to diversity research. <i>Consumption Markets and Culture</i> , 2015, 18, 333-364.	2.1	74
5	Creating firm, customer, and societal value: Toward a theory of positive marketing. <i>Journal of Business Research</i> , 2015, 68, 2446-2451.	10.2	41
6	Women over 40, foreigners of color, and other missing persons in globalizing mediascapes: understanding marketing images as mirrors of intersectionality. <i>Consumption Markets and Culture</i> , 2018, 21, 323-346.	2.1	30
7	A front-to-back guide to writing a qualitative research article. <i>Qualitative Market Research</i> , 2016, 19, 115-121.	1.5	28
8	The construction of qualitative research articles: a conversation with Eileen Fischer. <i>Consumption Markets and Culture</i> , 2017, 20, 297-305.	2.1	18
9	Artificial Life. <i>Journal of Macromarketing</i> , 2020, 40, 221-236.	2.6	17
10	Why papers are rejected and how to get yours accepted. <i>Qualitative Market Research</i> , 2017, 20, 60-67.	1.5	14
11	What makes a good paper? Analytic and Continental ideals in consumer culture theory. <i>Qualitative Market Research</i> , 2019, 22, 270-277.	1.5	4
12	The bad boy archetype as a morally ambiguous complex of juvenile masculinities: the conceptual anatomy of a marketplace icon. <i>Consumption Markets and Culture</i> , 2020, 23, 81-93.	2.1	3
13	Service conversation: advisory, relational and transformative approaches. <i>Journal of Services Marketing</i> , 2021, 35, 988-999.	3.0	3
14	Translating Anthropological Consumption Theories into Humanistic Marketing Practices. , 2014, , 150-163.		3
15	Translating Anthropological Consumption Theories into Humanistic Marketing Practices. , 0, , .		0