

## Invited Articles

### Article

[The 'big data' myth and the pitfalls of 'thick data' opportunism: on the need for a different ontology of markets and consumption](#)

[Craig J. Thompson](#)

Pages: 207-230

**Published online:** 01 Mar 2019

[Abstract](#) | [Full Text](#) | [References](#) |

[PDF \(1668 KB\)](#)

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- 734Views
- 0CrossRef citations
- 38Altmetric

## Articles

### Article

[How to achieve true integration: the impact of integrated marketing communication on the client/agency relationship](#)

[Sally Laurie](#) & [Kathleen Mortimer](#)

Pages: 231-252

**Published online:** 19 Feb 2019

[Abstract](#) | [Full Text](#) | [References](#) |

[PDF \(1713 KB\)](#)

- 1328Views
- 0CrossRef citations
- 5Altmetric

### Article

[The effect of affective response to corporate social irresponsibility on consumer resistance behaviour: validation of a dual-channel model](#)

[Stefan Trautwein](#) & [Jörg Lindenmeier](#)

Pages: 253-276

**Published online:** 01 Feb 2019

[Abstract](#) | [Full Text](#) | [References](#) |

[PDF \(1980 KB\)](#)

- 873Views
- 0CrossRef citations
- 4Altmetric

### Article

[What do we mean by sustainability marketing?](#)

[Joya A. Kemper](#) & [Paul W. Ballantine](#)

Pages: 277-309

**Published online:** 13 Feb 2019

[Abstract](#) | [Full Text](#) | [References](#) |  
[PDF \(2210 KB\)](#)

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- 1149Views
- 0CrossRef citations
- 27Altmetric

#### Article

[A different perspective on consumer engagement: exploring the experience of using health apps to support healthier food purchasing](#)

[Sarah Jane Flaherty](#), [Mary B. McCarthy](#), [Alan M. Collins](#) & [Fionnuala M. McAuliffe](#)

Pages: 310-337

**Published online:** 18 Feb 2019

[Abstract](#) | [Full Text](#) | [References](#) |  
[PDF \(1920 KB\)](#)

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- 517Views
- 0CrossRef citations
- 26Altmetric

#### Article

[What is the added value of an organic label? Proposition of a model of transfer from the perspective of ingredient branding](#)

[Eline Jongmans](#), [Maud Dampérat](#), [Florence Jeannot](#), [Ping Lei](#) & [Alain Jolibert](#)

Pages: 338-363

**Published online:** 10 Dec 2018

[Abstract](#) | [Full Text](#) | [References](#) |  
[PDF \(1773 KB\)](#)

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- 112Views
- 1CrossRef citations
- 2Altmetric

#### Article

[Consumer vulnerability during mobility service interactions: causes, forms and coping](#)

[Per Echeverri](#) & [Nicklas Salomonson](#)

Pages: 364-389

**Published online:** 28 Jan 2019

[Abstract](#) | [Full Text](#) | [References](#) |  
[PDF \(1949 KB\)](#)