

# Harold F Koenig

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10434121/publications.pdf>

Version: 2024-02-01

11  
papers

2,773  
citations

1039406

9  
h-index

1281420

11  
g-index

11  
all docs

11  
docs citations

11  
times ranked

1730  
citing authors

#	ARTICLE	IF	CITATIONS
1	Building Brand Community. <i>Journal of Marketing</i> , 2002, 66, 38-54.	7.0	2,156
2	Transcendent customer experience and brand community. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 357-368.	7.2	323
3	Building a University Brand Community: The Long-Term Impact of Shared Experiences. <i>Journal of Marketing for Higher Education</i> , 2005, 14, 61-79.	2.3	60
4	University Experiences, the Student-College Relationship, and Alumni Support. <i>Journal of Marketing for Higher Education</i> , 2001, 10, 21-44.	2.3	52
5	Building Relationships of Brand Community in Higher Education: A Strategic Framework for University Advancement. <i>International Journal of Educational Advancement</i> , 2006, 6, 107-118.	0.1	52
6	Effects of Green Self-Identity and Cognitive and Affective Involvement on Patronage Intention in Eco-Friendly Apparel Consumption: A Gender Comparison. <i>Sustainability</i> , 2017, 9, 1977.	1.6	40
7	Reaching Low-Income Mothers to Improve Family Fruit and Vegetable Intake: Food Hero Social Marketing Campaign—Research Steps, Development and Testing. <i>Nutrients</i> , 2016, 8, 562.	1.7	35
8	Contextual influences: building brand community in large and small colleges. <i>Journal of Marketing for Higher Education</i> , 2010, 20, 69-84.	2.3	25
9	Building communities of philanthropy in higher education: contextual influences. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2012, 17, 122-131.	0.5	18
10	Millennials and Boomers: increasing alumni affinity and intent to give by target market segmentation. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2016, 21, 82-95.	0.5	9
11	Advancement in higher education: the role of marketing in building philanthropic giving. <i>Journal of Marketing for Higher Education</i> , 2014, 24, 243-256.	2.3	3