

Harold F Koenig

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

11
papers

2,307
citations

9
h-index

11
g-index

11
ext. papers

2,536
ext. citations

3.9
avg, IF

4.76
L-index

| # | Paper | IF | Citations |
|----|--|------|-----------|
| 11 | Building Brand Community. <i>Journal of Marketing</i> , 2002 , 66, 38-54 | 11 | 1822 |
| 10 | Transcendent customer experience and brand community. <i>Journal of the Academy of Marketing Science</i> , 2007 , 35, 357-368 | 12.4 | 261 |
| 9 | Building a University Brand Community: The Long-Term Impact of Shared Experiences. <i>Journal of Marketing for Higher Education</i> , 2005 , 14, 61-79 | 1.1 | 48 |
| 8 | 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 | | 46 |
| 7 | University Experiences, the Student-College Relationship, and Alumni Support. <i>Journal of Marketing for Higher Education</i> , 2001 , 10, 21-44 | 1.1 | 35 |
| 6 | 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, | 6.7 | 26 |
| 5 | 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 | 3.6 | 22 |
| 4 | Contextual influences: building brand community in large and small colleges. <i>Journal of Marketing for Higher Education</i> , 2010 , 20, 69-84 | 1.1 | 22 |
| 3 | Building communities of philanthropy in higher education: contextual influences. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2012 , 17, 122-131 | 0.6 | 15 |
| 2 | 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 | 0.6 | 7 |
| 1 | Advancement in higher education: the role of marketing in building philanthropic giving. <i>Journal of Marketing for Higher Education</i> , 2014 , 24, 243-256 | 1.1 | 3 |