

# Mohammad Reza Habibi

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10498402/publications.pdf>

Version: 2024-02-01

14  
papers

2,417  
citations

1039880

9  
h-index

1199470

12  
g-index

14  
all docs

14  
docs citations

14  
times ranked

1699  
citing authors

#	ARTICLE	IF	CITATIONS
1	The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. <i>Computers in Human Behavior</i> , 2012, 28, 1755-1767.	5.1	651
2	To be or not to be in social media: How brand loyalty is affected by social media?. <i>International Journal of Information Management</i> , 2013, 33, 76-82.	10.5	580
3	The roles of brand community and community engagement in building brand trust on social media. <i>Computers in Human Behavior</i> , 2014, 37, 152-161.	5.1	355
4	Brand communities based in social media: How unique are they? Evidence from two exemplary brand communities. <i>International Journal of Information Management</i> , 2014, 34, 123-132.	10.5	214
5	What managers should know about the sharing economy. <i>Business Horizons</i> , 2017, 60, 113-121.	3.4	184
6	Materialism and the sharing economy: A cross-cultural study of American and Indian consumers. <i>Journal of Business Research</i> , 2018, 82, 364-372.	5.8	171
7	From Sharing to Exchange: An Extended Framework of Dual Modes of Collaborative Nonownership Consumption. <i>Journal of the Association for Consumer Research</i> , 2016, 1, 277-294.	1.0	124
8	Testing an extended model of consumer behavior in the context of social media-based brand communities. <i>Computers in Human Behavior</i> , 2016, 62, 292-302.	5.1	82
9	Advanced modeling of online consumer behavior: The moderating roles of hedonism and culture. <i>Journal of Business Research</i> , 2016, 69, 1103-1119.	5.8	47
10	The Progression and Impact of the Sharing Economy; a Preface. <i>Journal of Marketing Theory and Practice</i> , 2019, 27, 349-354.	2.6	5
11	The sharing economy: a hedge against recession setbacks. <i>Journal of Business Strategy</i> , 2022, 43, 239-246.	0.9	2
12	Recent Advances in Online Consumer Behavior. , 2016, , 1706-1723.		1
13	Advertising in the World of Social Media-Based Brand Communities. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 160-170.	0.7	1
14	Advertising in the World of Social Media-Based Brand Communities. , 2018, , 545-556.		0