

# Anca Micu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10727412/publications.pdf>

Version: 2024-02-01

1  
papers

7  
citations

3311381  
1  
h-index

3475538  
1  
g-index

1  
all docs

1  
docs citations

1  
times ranked

5  
citing authors

| # | ARTICLE   | IF  | CITATIONS |
|---|---|-----|-----------|
| 1 | Understanding Social Media: The Effect of Belief Type and Product Type on Consumers' Social Media Use. <i>Journal of Marketing Theory and Practice</i> , 2019, 27, 55-66. | 4.3 | 7         |