

Keith A Quesenberry

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10959658/publications.pdf>

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3
papers

66
citations

2258059

3
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

62
citing authors

#	ARTICLE	IF	CITATIONS
1	Drama Goes Viral: Effects of Story Development on Shares and Views of Online Advertising Videos. <i>Journal of Interactive Marketing</i> , 2019, 48, 1-16.	6.2	30
2	What Makes Facebook Brand Posts Engaging? A Content Analysis of Facebook Brand Post Text That Increases Shares, Likes, and Comments to Influence Organic Viral Reach. <i>Journal of Current Issues and Research in Advertising</i> , 2019, 40, 229-244.	4.3	22
3	What Makes a Super Bowl Ad Super? Five-Act Dramatic Form Affects Consumer Super Bowl Advertising Ratings. <i>Journal of Marketing Theory and Practice</i> , 2014, 22, 437-454.	4.3	14