

# Musfiq Mannan Choudhury

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11421060/publications.pdf>

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citations

2258059

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250  
citing authors

#	ARTICLE	IF	CITATIONS
1	CRM to social CRM: the integration of new technologies into customer relationship management. Journal of Strategic Marketing, 2014, 22, 149-176.	5.5	154
2	Modelling CRM in a Social Media Age. Australasian Marketing Journal, 2015, 23, 27-37.	5.4	87
3	An integrated model of firms'™ brand likeability: antecedents and consequences. Journal of Strategic Marketing, 2015, 23, 122-140.	5.5	25