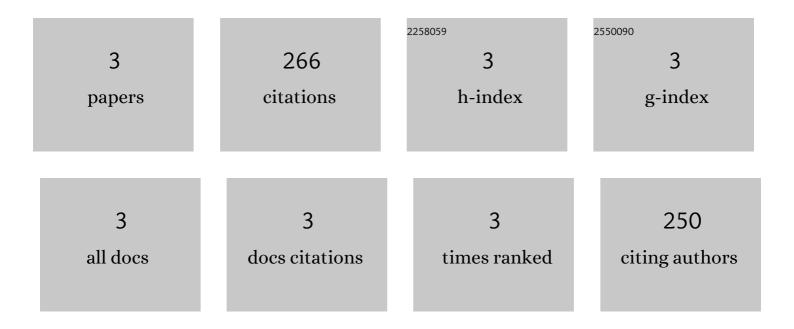
Musfiq Mannan Choudhury

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11421060/publications.pdf Version: 2024-02-01



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