

Mimi Zhang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11464008/publications.pdf>

Version: 2024-02-01

4
papers

1,412
citations

1936888

4
h-index

2272555

4
g-index

4
all docs

4
docs citations

4
times ranked

1315
citing authors

#	ARTICLE	IF	CITATIONS
1	Twitter power: Tweets as electronic word of mouth. Journal of the Association for Information Science and Technology, 2009, 60, 2169-2188.	2.6	1,214
2	Business engagement on Twitter: a path analysis. Electronic Markets, 2011, 21, 161-175.	4.4	128
3	The Brand Effect of Key Phrases and Advertisements in Sponsored Search. International Journal of Electronic Commerce, 2011, 16, 77-106.	1.4	38
4	Brand and its effect on user perception of search engine performance. Journal of the Association for Information Science and Technology, 2009, 60, 1572-1595.	2.6	32