

Mimi Zhang

List of Publications by Year in descending order

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

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