

Albert M Muiz Jr

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

7

papers

5,160

citations

7

h-index

9

g-index

9

ext. papers

5,744

ext. citations

6.9

avg, IF

5.82

L-index

#	Paper	IF	Citations
7	Brand Community. <i>Journal of Consumer Research</i> , 2001 , 27, 412-432	6.3	3185
6	How Brand Community Practices Create Value. <i>Journal of Marketing</i> , 2009 , 73, 30-51	11	1494
5	American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research. <i>Journal of Marketing</i> , 2009 , 73, 118-134	11	175
4	Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place. <i>Journal of Retailing</i> , 2009 , 85, 363-375	6.5	157
3	How to inspire value-laden collaborative consumer-generated content. <i>Business Horizons</i> , 2011 , 54, 209-217	10.1	92
2	A tale of tales: the Apple Newton narratives. <i>Journal of Strategic Marketing</i> , 2006 , 14, 19-33	2.7	33
1	The Benefits and Challenges of Collaborating with User Communities. <i>Research Technology Management</i> , 2013 , 56, 21-28	1.6	24