

# Albert M Muiz Jr

## List of Publications by Year in Descending Order

**Source:** <https://exaly.com/author-pdf/11495407/albert-m-muniz-jr-publications-by-year.pdf>

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