

Maria Vernuccio

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11549836/publications.pdf>

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14
papers

332
citations

1307594

7
h-index

1199594

12
g-index

14
all docs

14
docs citations

14
times ranked

281
citing authors

#	ARTICLE	IF	CITATIONS
1	Antecedents of brand love in online network-based communities. A social identity perspective. Journal of Product and Brand Management, 2015, 24, 706-719.	4.3	131
2	Communicating Corporate Brands Through Social Media. International Journal of Business Communication, 2014, 51, 211-233.	2.6	87
3	Strategic and organisational challenges in the integrated marketing communication paradigm shift: A holistic vision. European Management Journal, 2015, 33, 438-449.	5.1	46
4	Determinants of e-brand attitude: A structural modeling approach. Journal of Brand Management, 2012, 19, 500-512.	3.5	20
5	The impact of IMC consistency and interactivity on city reputation and consumer brand engagement: the moderating effects of gender. Current Issues in Tourism, 2020, 23, 2127-2145.	7.2	13
6	Delving into brand anthropomorphisation strategies in the experiential context of name-brand voice assistants. Journal of Consumer Behaviour, 2023, 22, 1074-1083.	4.2	12
7	Developing voice-based branding: insights from the Mercedes case. Journal of Product and Brand Management, 2021, 30, 726-739.	4.3	11
8	Branding in the digital era. Mercati & Competitivit�, 2016, , 15-22.	0.1	4
9	Managerial and organizational perspectives on online-offline integration within integrated marketing communication: toward a holistic conceptual framework. International Journal of Advertising, 2022, 41, 519-540.	6.7	3
10	Ridurre il rischio percepito e generare fiducia nello shopping online attraverso gli User Generated Content. Mercati & Competitivit�, 2013, , 143-163.	0.1	3
11	Talking to Voice Assistants: Exploring Negative and Positive Users' Perceptions. Springer Proceedings in Business and Economics, 2021, , 24-34.	0.3	1
12	What is happening to the brand?. Mercati & Competitivit�, 2018, , 7-13.	0.1	1
13	Communication strategies for building a strong destination brand 1. , 2018, , 193-204.		0
14	Who Is a Digital Agency? Delving into the Value Proposition. Springer Proceedings in Business and Economics, 2021, , 225-235.	0.3	0