Maria Vernuccio

List of Publications by Year
in descending order

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	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
2	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
3	Developing voice-based branding: insights from the Mercedes case. Journal of Product and Brand Management, 2021, 30, 726-739.	4.3	11
4	Who Is a Digital Agency? Delving into the Value Proposition. Springer Proceedings in Business and Economics, 2021, , 225-235.	0.3	0
5	Talking to Voice Assistants: Exploring Negative and Positive Users' Perceptions. Springer Proceedings in Business and Economics, 2021, , 24-34.	0.3	1
6	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
7	Communication strategies for building a strong destination brand 1. , 2018, , 193-204.		0
8	What is happening to the brand?. Mercati & Competitività, 2018, , 7-13.	0.1	1
9	Branding in the digital era. Mercati & Competitività, 2016, , 15-22.	0.1	4
10	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
11	Strategic and organisational challenges in the integrated marketing communication paradigm shift: A holistic vision. European Management Journal, 2015, 33, 438-449.	5.1	46
12	Communicating Corporate Brands Through Social Media. International Journal of Business Communication, 2014, 51, 211-233.	2.6	87
13	Ridurre il rischio percepito e generare fiducia nello shopping online attraverso gli User Generated Content. Mercati & Competitività, 2013, , 143-163.	0.1	3
14	Determinants of e-brand attitude: A structural modeling approach. Journal of Brand Management, 2012, 19, 500-512.	3.5	20