

Elvira Ismagilova

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11566891/publications.pdf>

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17
papers

3,119
citations

686830

13
h-index

940134

16
g-index

17
all docs

17
docs citations

17
times ranked

1863
citing authors

#	ARTICLE	IF	CITATIONS
1	Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. <i>International Journal of Information Management</i> , 2021, 57, 101994.	10.5	939
2	Setting the future of digital and social media marketing research: Perspectives and research propositions. <i>International Journal of Information Management</i> , 2021, 59, 102168.	10.5	637
3	Smart cities: Advances in research—An information systems perspective. <i>International Journal of Information Management</i> , 2019, 47, 88-100.	10.5	523
4	The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101736.	5.3	216
5	Security, Privacy and Risks Within Smart Cities: Literature Review and Development of a Smart City Interaction Framework. <i>Information Systems Frontiers</i> , 2022, 24, 393-414.	4.1	158
6	The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. <i>Information Systems Frontiers</i> , 2020, 22, 1203-1226.	4.1	136
7	Achieving superior organizational performance via big data predictive analytics: A dynamic capability view. <i>Industrial Marketing Management</i> , 2020, 90, 581-592.	3.7	132
8	Perceived helpfulness of eWOM: Emotions, fairness and rationality. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101748.	5.3	78
9	A meta-analysis of the factors affecting eWOM providing behaviour. <i>European Journal of Marketing</i> , 2021, 55, 1067-1102.	1.7	67
10	Electronic Word of Mouth (eWOM) in the Marketing Context. <i>SpringerBriefs in Business</i> , 2017, , .	0.3	65
11	Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review. <i>Information Systems Frontiers</i> , 2023, 25, 971-993.	4.1	63
12	B2B brands on Twitter: Engaging users with a varying combination of social media content objectives, strategies, and tactics. <i>Industrial Marketing Management</i> , 2020, 89, 630-641.	3.7	53
13	Return on Investment in Social Media Marketing: Literature Review and Suggestions for Future Research. <i>Advances in Theory and Practice of Emerging Markets</i> , 2020, , 3-17.	0.7	26
14	A Meta-Analytic Structural Equation Model for Understanding Social Commerce Adoption. <i>Information Systems Frontiers</i> , 2023, 25, 1421-1437.	4.1	18
15	Persuasiveness of eWOM Communications: Literature Review and Suggestions for Future Research. <i>Lecture Notes in Computer Science</i> , 2016, , 354-359.	1.0	4
16	Use of Social Media by b2b Companies: Systematic Literature Review and Suggestions for Future Research. <i>Lecture Notes in Computer Science</i> , 2019, , 345-355.	1.0	4
17	Weight Analysis of the Factors Affecting eWOM Providing Behavior. <i>Lecture Notes in Computer Science</i> , 2020, , 266-275.	1.0	0