

Michael Parent

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11722757/publications.pdf>

Version: 2024-02-01

15
papers

965
citations

840585

11
h-index

1199470

12
g-index

15
all docs

15
docs citations

15
times ranked

735
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | Aesthetics and Ephemerality: Observing and Preserving the Luxury Brand. California Management Review, 2009, 52, 45-66. | 3.4 | 375 |
| 2 | Understanding Consumer Conversations Around Ads in a Web 2.0 World. Journal of Advertising, 2011, 40, 87-102. | 4.1 | 257 |
| 3 | Governing Information Technology Risk. California Management Review, 2009, 51, 134-152. | 3.4 | 72 |
| 4 | How far can luxury brands travel? Avoiding the pitfalls of luxury brand extension. Business Horizons, 2009, 52, 187-197. | 3.4 | 64 |
| 5 | GSS for Multi-Organizational Collaboration: Reflections on Process and Content. Group Decision and Negotiation, 2005, 14, 307-331. | 2.0 | 58 |
| 6 | A model of electronic commerce adoption by small voluntary organizations. European Journal of Information Systems, 2004, 13, 147-159. | 5.5 | 38 |
| 7 | Luxury wine brands as gifts: ontological and aesthetic perspectives. International Journal of Wine Business Research, 2011, 23, 258-270. | 1.0 | 26 |
| 8 | Brand signal quality of products in an asymmetric online information environment: An experimental study. Journal of Consumer Behaviour, 2011, 10, 169-178. | 2.6 | 23 |
| 9 | The Social Media Release as a Corporate Communication Tool for Bloggers. IEEE Transactions on Professional Communication, 2011, 54, 122-132. | 0.6 | 18 |
| 10 | Operatic flash mob: Consumer arousal, connectedness and emotion. Journal of Consumer Behaviour, 2012, 11, 244-251. | 2.6 | 13 |
| 11 | A content analysis of influential wine blogs. International Journal of Wine Business Research, 2014, 26, 168-187. | 1.0 | 13 |
| 12 | Robbing Peter to Pay Paul: The Differential Effect of GSS Restrictiveness on Process Satisfaction and Group Cohesion. Group Decision and Negotiation, 2008, 17, 303-320. | 2.0 | 6 |
| 13 | Towards a conceptualization of secrecy in marketing. Journal of Strategic Marketing, 0, , 1-16. | 3.7 | 1 |
| 14 | Understanding IT Governance. , 0, , 41-61. | | 1 |
| 15 | The Social Media Release as a Corporate Communications Tool for Bloggers. IEEE Transactions on Professional Communication, 2012, , . | 0.6 | 0 |