

Margherita Pagani

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12115854/publications.pdf>

Version: 2024-02-01

35
papers

1,919
citations

623188

14
h-index

676716

22
g-index

36
all docs

36
docs citations

36
times ranked

1528
citing authors

#	ARTICLE	IF	CITATIONS
1	Determinants of adoption of third generation mobile multimedia services. <i>Journal of Interactive Marketing</i> , 2004, 18, 46-59.	4.3	463
2	The impact of digital technology on relationships in a business network. <i>Industrial Marketing Management</i> , 2017, 67, 185-192.	3.7	309
3	Digital Business Strategy and Value Creation: Framing the Dynamic Cycle of Control Points. <i>MIS Quarterly: Management Information Systems</i> , 2013, 37, 617-632.	3.1	226
4	The influence of personality on active and passive use of social networking sites. <i>Psychology and Marketing</i> , 2011, 28, 441-456.	4.6	176
5	The Influence of Personal and Social-Interactive Engagement in Social TV Web Sites. <i>International Journal of Electronic Commerce</i> , 2011, 16, 41-68.	1.4	175
6	Antecedents of brand love in online network-based communities. A social identity perspective. <i>Journal of Product and Brand Management</i> , 2015, 24, 706-719.	2.6	131
7	Consumers un-tethered: A three-market empirical study of consumers' mobile marketing acceptance. <i>Journal of Business Research</i> , 2013, 66, 2536-2544.	5.8	99
8	Determinants of adoption of High Speed Data Services in the business market: Evidence for a combined technology acceptance model with task technology fit model. <i>Information and Management</i> , 2006, 43, 847-860.	3.6	72
9	Experiential Engagement and Active vs. Passive Behavior in Mobile Location-based Social Networks: The Moderating Role of Privacy. <i>Journal of Interactive Marketing</i> , 2017, 37, 133-148.	4.3	57
10	Value network dynamics in 3G to 4G wireless communications: A systems thinking approach to strategic value assessment. <i>Journal of Business Research</i> , 2008, 61, 1102-1112.	5.8	55
11	A Vicarious Innovativeness Scale for 3G Mobile Services: Integrating the Domain Specific Innovativeness Scale with Psychological and Rational Indicators. <i>Technology Analysis and Strategic Management</i> , 2007, 19, 709-728.	2.0	24
12	Extraversion as a stimulus for user-generated content. <i>Journal of Research in Interactive Marketing</i> , 2013, 7, 242-256.	7.2	24
13	Integrating strategic thinking and simulation in marketing strategy: Seeing the whole system. <i>Journal of Business Research</i> , 2013, 66, 1568-1575.	5.8	22
14	Are products striking back? The rise of smart products in business markets. <i>Industrial Marketing Management</i> , 2020, 90, 205-220.	3.7	21
15	The strategic role of social media in business-to-business contexts. <i>Industrial Marketing Management</i> , 2022, 101, 82-97.	3.7	15
16	Social network activity and contributing to an online review site. <i>Journal of Research in Interactive Marketing</i> , 2013, 7, 100-118.	7.2	10
17	Standardization vs. adaptation: consumer reaction to TV ads containing subtitled or English dubbed ads. <i>International Journal of Advertising</i> , 2015, 34, 702-714.	4.2	9
18	Interactive television: A model of analysis of business economic dynamics. <i>JMM International Journal on Media Management</i> , 2000, 2, 25-37.	0.4	8

#	ARTICLE	IF	CITATIONS
19	A New Conceptual Framework to Evaluate Consumer Adoption of Mobile Services: The Case of Mobile TV. , 2011, , .		5
20	An exploratory study into the determinants of adoption of mobile TV services: an integrated value perspective. International Journal of Electronic Business, 2015, 12, 70.	0.2	5
21	A memetic algorithm for maximizing earned attention in social media. Journal of Modelling in Management, 2017, 12, 364-385.	1.1	5
22	Motivations and Barriers to the Adoption of 3G Mobile Multimedia Services. , 2004, , 80-95.		3
23	Two-Sided Markets and Social Media. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2013, , 197-213.	0.7	2
24	“Chance favors the connected mind” Tribute to a world class editor. Industrial Marketing Management, 2018, 69, 131-132.	3.7	1
25	The Digital Metamarket. , 0, , 1-30.		1
26	3G Wireless Market Attractiveness. , 0, , 1-23.		1
27	Technical and Functional Quality in the Development of T-Government Services. , 2007, , 375-405.		0
28	Technical and Functional Quality in the Development of T-Government Services. , 2010, , 329-347.		0
29	New Digital Media and Devices. , 0, , 31-51.		0
30	Digital Television. , 0, , 53-74.		0
31	The Economic Implications of Digital Technologies. , 0, , 75-95.		0
32	Interactive Digital Television. , 0, , 96-133.		0
33	Branding Strategies for Digital Television Channels. , 0, , 135-155.		0
34	The Critical Role of Content Media Management. , 0, , 156-179.		0
35	Digital Rights Management. , 0, , 180-195.		0