

Monica B Fine

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1283085/publications.pdf>

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7
papers

215
citations

1478505

6
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

167
citing authors

#	ARTICLE	IF	CITATIONS
1	Relationship quality in higher education marketing: the role of social media engagement. Journal of Marketing for Higher Education, 2017, 27, 40-58.	3.2	92
2	Sustainable fashion themes in luxury brand storytelling: The sustainability fashion research grid. Journal of Global Fashion Marketing, 2019, 10, 111-128.	3.7	51
3	Prosumer motivations for electronic word-of-mouth communication behaviors. Journal of Hospitality and Tourism Technology, 2017, 8, 280-295.	3.8	45
4	Getting what you're worth: Implications that affect firm value in a brand acquisition. Journal of Brand Management, 2016, 23, 70-96.	3.5	9
5	Marketing spending and aftermarket performance of IPO firms. Marketing Intelligence and Planning, 2017, 35, 560-576.	3.5	8
6	The Use of Sina Weibo and Twitter by International Luxury Hotels. Tourism, Culture and Communication, 2016, 16, 137-145.	0.2	7
7	Value-Added University Services: The Importance of On-Campus Recreational Facilities. Services Marketing Quarterly, 2016, 37, 24-35.	1.1	3